

CONFIDENTIAL · REV H · ONE RAISE · JUNE 2026

# Mirage Market & Commons

1705 Manhattan Blvd · Harvey, LA · Jefferson Parish · MU-CD

*Vendor rent pays occupancy. Alcohol, events, and experiences drive profit.*

**Loan 1:** \$630k real estate (land + shell · **32 boxes** · **8 shops @ CO**) · **Loan 2:**  
~\$170k equipment — not in the mortgage.

**\$630k**

REAL ESTATE LOAN

**~\$170k**

EQUIPMENT LOAN · SEPARATE

**8**

SHOP SHELLS @ CO

**32**

BOXES @ CO

**68**

PARKING STALLS

**A-2**

RESTAURANT · MU-CD

**~16 wk**

LAND CLOSE → OPEN

Raymond Plumbing, LLC · Not an offer to sell securities.

**Design:** Partner operator layout · black shell · 6×960 + 2×640 shops · 10-box open Mirage · flex court on PLS #8387.

**Loan 1** · \$630k = land + 32 boxes + CO · **Loan 2** · ~\$170k = kitchen · dark interior · court ops (separate).

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Mirage Market & Commons · 1705 Manhattan Blvd · REV H · June 2026

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*Authority visuals: PLS #8387 survey + Jun 2026 site photos + REV H blueprint sheets on A0.1.*

*Menus/flyers: separate print files linked in §20. No finished-build photos in this packet.*



**REV H · operator layout lock.** Partner boards + site photos + blueprint SVGs on PLS #8387 — bank west · IHOP east. Authority: [REV H layout lock](#) · [REV H budget](#) · [layout gallery](#) · [blueprint packet](#).

**8 shops · 10-box Mirage · flex court — DO NOT CUT.** Savings come from **1-high open hall · 32 boxes @ CO** · court projector (not fixed LED) · shop stubs — **not** fewer tenants or stalls. Master plan pads = NOI.

## [[TOC:o]]o · YOUR LAND · REV H plan (1705 Manhattan)

**Left = TODAY (site walk). Right = PARTNER LAYOUT (operator-corrected · not AI filler).**



**TODAY · 8768.** Windshield POV · gravel neck · bank left · IHOP right · bowl beyond.



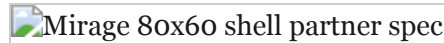
**TODAY · 8766.** Driving into bowl · grass · trees · IHOP wall east.



**Survey scale.** 225'×367' bowl · room for 68 stalls + full court + 8 shops.



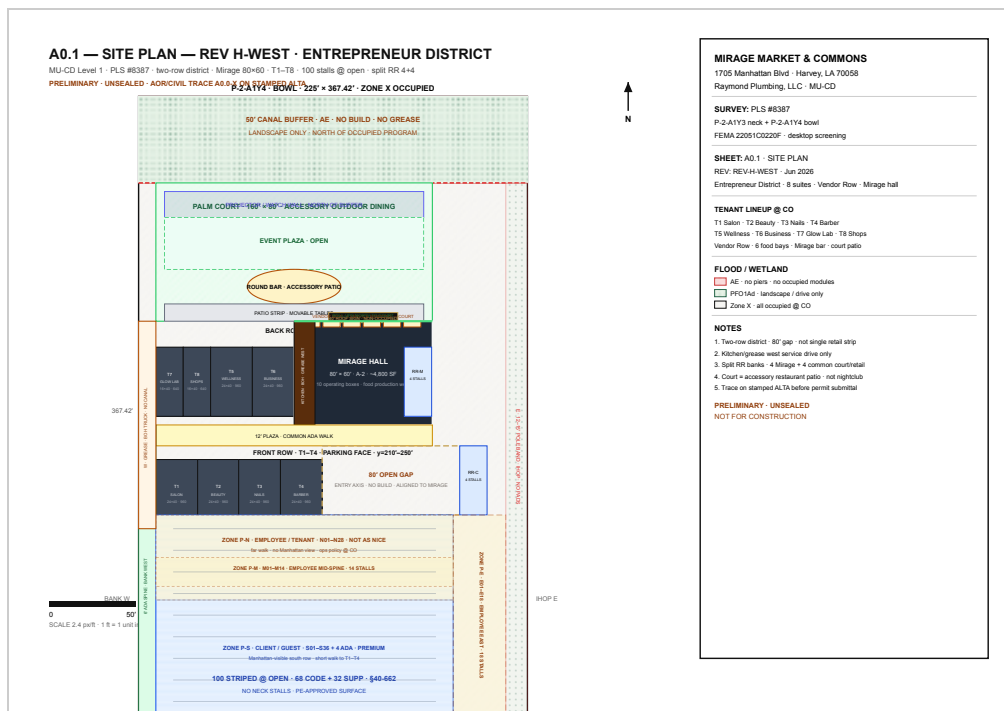
**REV H · partner board.** 6×960 + 2×640 · Mirage shell · court · north watch surface.



**Mirage shell.** 10-box open · ~80'×60' · roll-ups north to flex court.



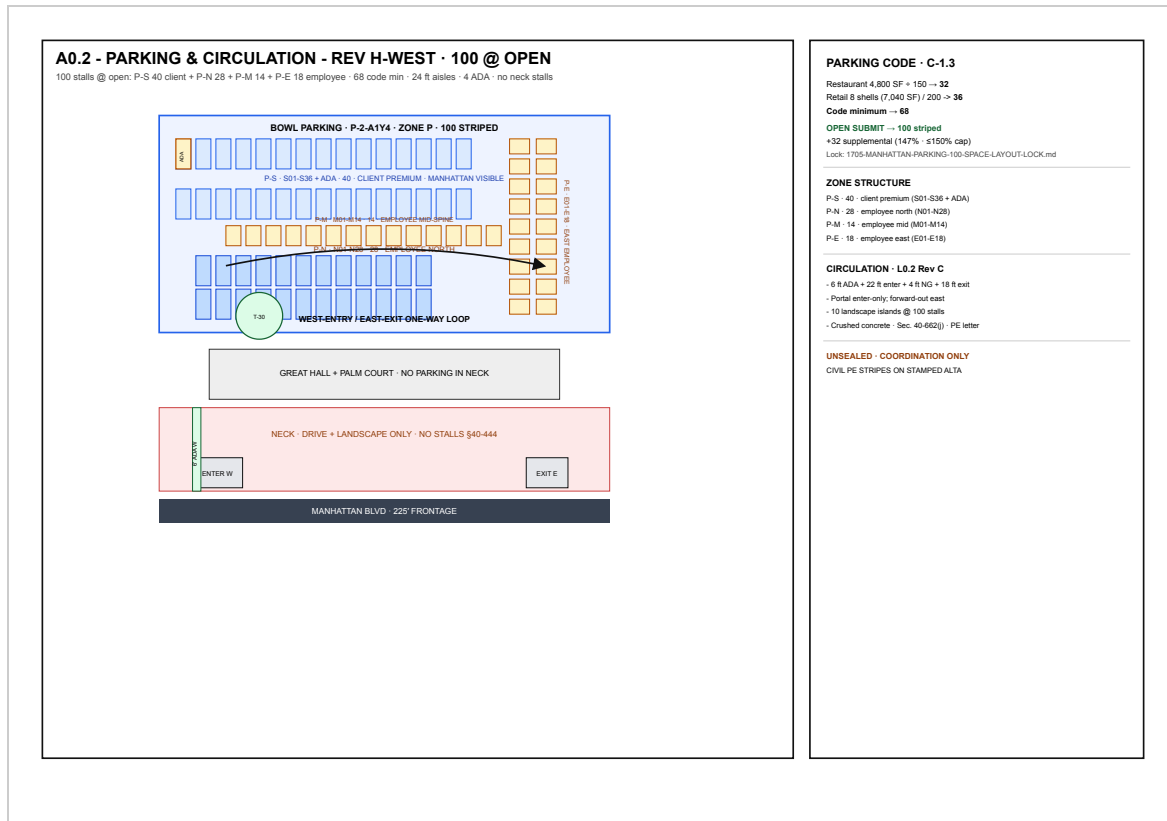
**Interior target.** Dark luxury hall · feature bar west · VIP east · Loan 2 finish.



**Layout lock · A0.1 REV H.** 32 boxes @ CO · 8 shop shells · open Mirage · flex court · 68 stalls · west BOH · canal buffer — PLS #8387.

## oA · Entrance & parking — SINGLE LOCK (survey + Rev C)

**Read this once — everything else points here.** PLS #8387 · photo **8768**: bank side **WEST** = **your 25'×25' lip** where the **MIRAGE** tower/monument sits · **IHOP** next door **EAST** = exit lane + hedge only. Drive stripe **50'**: **6' ADA walk** · **22' enter** · **4' planted median** · **18' exit** · portal **over enter only** · bowl **68 stalls @ REV H CO** · west-entry/east-exit one-way loop · **YIELD** exit away from IHOP. Lock: [Parking & entry single lock](#) · [C-1.3 parking code](#).



Ao.2 · bowl parking, 68 stalls @ CO · south row first · west-entry/east-exit one-way loop · no neck parking.



Real site photo 8768 bank west IHOP east

Today · 8768. Bank/grass pad **west** · gravel throat · IHOP wall **east**.

## oB · Flex court — REV H operator zones

**Court N→S**: projector/watch wall → event plaza (150–200 stand) → round bar **north of patio** → patio strip → Mirage roll-ups. Games watch **inside** on hall west TVs · rain backup.  
Lock: [REV H operator layout](#).

**Gallery**: [1705-REV-H-LAYOUT-GALLERY.html](#) — partner boards · event modes · court fix SVGs.

## oC · RETIRED visuals

**Old AI renders and REV H operator layout boards removed.** Do not use hyperreal · vision-v3 · center-bar-only court · or Lot Z sheets. Plan authority = **REV H blueprint packet + operator layout lock**.

## oD • Finish palette — partner operator spec

**This is the finish palette.** Match [LOT-EK Bal Harbour ACCESS](#) / [Raleigh tour video](#) — **white boutique boxes • black anodized glass • black trim • black lounge furniture • warm wood soffit** under upper overhang • 2700K strings. **Not** raw corrugated • **not** colored stucco • **not** glass hall • **not** strip mall brick.

| Element               | Bal Harbour spec                       | 1705 application                                          |
|-----------------------|----------------------------------------|-----------------------------------------------------------|
| <b>Container skin</b> | White painted stucco over corrugated   | \$40-447(h) slat + white finish all Manhattan/court faces |
| <b>Storefront</b>     | Black anodized aluminum + clear glass  | 8 shop shells • roll-up north to court • black frames     |
| <b>Roof / soffit</b>  | Dark cap + warm wood underside         | Partner black shell • tenant TI storefronts               |
| <b>Furniture</b>      | Black metal • white cushions • minimal | Court + hall patio • fire bowl edge • no picnic tables    |
| <b>Lighting</b>       | Warm bistro strings • resort glow      | 2700K • portal + court • no carnival neon                 |
| <b>Stack</b>          | 2-high only • upper = shade            | 32 boxes @ CO • 1-high open hall • master uppers = NOI    |



Bal Harbour interior reveal reference

**Great Hall • interior.** Kitchen west • L-bar east • TVs west • roll-ups north — finish target.

## What

**Mirage Market & Commons** is a permanent entertainment food market on PLS #8387: five curated food vendor brands supported by one central commissary kitchen, one Mirage-controlled bar, eight shop shells @ CO (6×960 + 2×640), palm court, covered promenades, sports/brunch/events/nightlife programming, and west BOH/grease spine — built from permanent prefabricated 40' steel building modules on engineered foundations, finished to read as white boutique boxes, not a container yard.

## Where

| Item           | Detail                                                                                                                                    |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Address</b> | 1705 Manhattan Blvd, Harvey, LA 70058 (unincorporated Jefferson Parish)                                                                   |
| <b>Survey</b>  | PLS #8387 · flag lot · neck ~75' × ~240' · bowl ~225' × ~367' (~1.89 ac buildable)                                                        |
| <b>Zoning</b>  | <b>Mixed Use Corridor District (MU-CD)</b> · Manhattan Blvd corridor                                                                      |
| <b>Context</b> | Coastal bank west · IHOP / utility poles east · Heebe Canal north rear · Manhattan front door south                                       |
| <b>Entry</b>   | Split mouth: <b>west enter</b> · <b>east exit</b> · 4-car on-site queue · one-way bowl loop · no parking in neck (\$40-444) · no ROW jams |

## When

| Phase                    | Timing      | Deliverable                                                                                                                        |
|--------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pre-app + close</b>   | Weeks 1–3   | Jefferson pre-app · land close · survey · container order (parallel)                                                               |
| <b>Permits</b>           | Weeks 3–6   | MU-CD Level 1 site plan · PE · AOR · building permit                                                                               |
| <b>Stack + shell</b>     | Weeks 6–8   | Piers · set <b>32 boxes @ CO</b> · void roof · full promenade uppers · roll-up — <b>~1–2 weeks on-site stack</b> once boxes arrive |
| <b>MEP + inspections</b> | Weeks 8–14  | Electric · hood · grease · HVAC · gravel · court · fire/health rough                                                               |
| <b>CO + open</b>         | Weeks 14–16 | CO · JPSO/ATC alcohol · equip · soft open · full district Day 1                                                                    |

**Target: ~16 weeks (~4 months) from land close to soft open.** Bal Harbour Access stacks in ~a week because it is a *touring pop-up* — no land CO, no permanent piers, host-site utilities. You add parish permanence (\$40-447(k)) but keep the same fast box logic; owner-GC stack is not an 8-month stick-build schedule.

**One real estate raise · one build.** Cosmetic upgrades (PICP neck, asphalt, accordion glass) fund from operations. **Kitchen equipment, furnishings, and bar FF&E = Loan 2 (~\$170k equipment loan) — not included in the \$630k real estate loan (\$9).**

## Why

- **Land arbitrage:** ~\$400k for ~2 ac on Manhattan corridor vs \$1M+ conventional restaurant shell elsewhere.

- **Container economics:** ~\$2k/box *purchase* + set/weld/crane (~\$133k container **system** in Loan 1) vs **\$400k–600k+** stick-built walls and trusses for the same district shell — that gap is the moat.
- **Financial stack: Rent pays the mortgage.** F&B (brunch · bar · game night · events) = **pure profit** on top — not mixed into debt coverage.
- **Market gap:** No courtyard hospitality district on west bank Manhattan — tenants compare monthly rent (~\$1,150–1,550) not \$/SF.
- **Permanence moat:** Bal Harbour Access tours; you weld once, get CO, own the improvement on \$400k land.

**Investor thesis:** Buy deep flag lot cheap · build shell with **Loan 1 · \$630k real estate** · fund kitchen/furnishings with **Loan 2 · ~\$170k equipment (separate — not in mortgage)** · **8-shop rent covers the real estate note** · Mirage F&B pays the equipment loan and delivers upside.

## [[TOC:2]]2 · Full program — built once, Day 1

No “Phase 2 build.” One construction loan · one CO · final Mirage vision at opening. **32 boxes @ CO ship and stack Day 1 — not phased · not deferred · not “start with 46.”**  
(Tenant *leases* may ramp 6 → 12; the *shell* is full district on open night.)

| Zone (south → north)         | What · Where · Why                                                                                                                                                                                                                 |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Parking + entry</b>       | <b>68 stalls CO</b> (6 retail CUs) · <b>68 @ CO</b> (8 shops) · \$40-662 · visible from neck · one-way bowl loop · split enter west / exit east · 4-car terrace queue · <b>no parking in neck</b> · <a href="#">code worksheet</a> |
| <b>Mirage Great Hall</b>     | ~4,800 SF enclosed dining void at bowl mouth · bar · TVs · brunch · Saints/LSU · private events · <b>Group A-2 restaurant</b> · posted OL set by AOR/Fire Marshal (design target ≤299 enclosed)                                    |
| <b>North opening</b>         | ~20' roll-up / glass to court Day 1 · indoor/outdoor merge without \$80k accordion wall                                                                                                                                            |
| <b>Palm courtyard</b>        | ~90'×100' north of hall · fountain · palms · string lights · outdoor accessory dining · photographed · not primary enclosed OL                                                                                                     |
| <b>8 shop shells</b>         | 6 west + 6 east promenade · 640 SF each (2×40') · 7,040 SF · complementary only · no competing kitchens                                                                                                                            |
| <b>Covered promenades</b>    | Upper containers = shade portico only · no guests upstairs · Bal Harbour walk logic                                                                                                                                                |
| <b>Kitchen BOH + service</b> | <b>Inside Zone X bowl</b> — hall west wing (2×40' kitchen) + west promenade rear prep/storage · grease + dumpster on <b>west service drive</b> · <b>no canal-line build</b> (\$15)                                                 |
| <b>Canal north buffer</b>    | Landscape + palms only · 50' no-disturb from Heebe bank · no piers · no grease pit · no guest program                                                                                                                              |

**Operating rule: Rent pays the note.** Everything from Mirage kitchen/bar/events is pure profit. Court gets photographed. Tenants extend the stay — they never compete with your menu (§3).

## [[TOC:3]]3 · Mirage Market — food hall platform + controlled bar

**Cleaner investor story:** Mirage is the West Bank's first entertainment food market — five curated food vendor brands, one central commissary kitchen, one Mirage-controlled bar, sports, brunch, events, nightlife, and a shared courtyard. Vendor variety drives visits and dwell time. Alcohol, events, customer data, and the operator platform drive profit.

**New north star:** maximize visits, dwell time, bar revenue, event revenue, and customer data — not protect one Mirage burger menu.

### Why Mirage Market beats one giant restaurant

| Model                               | What works                                                                                 | What fails                                                                                       | Verdict                                    |
|-------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| <b>One giant Mirage restaurant</b>  | Control of food + bar if operations are excellent.                                         | Hardest business: chef turnover, food cost, labor, inventory, reviews, one menu reason to visit. | Too much operating risk as the main story. |
| <b>Five independent restaurants</b> | Variety and vendor energy.                                                                 | Multiple hoods, grease, utilities, Health, Fire, parking, alcohol risk, tenant buildout chaos.   | Wrong permit path.                         |
| <b>Mirage Market platform</b>       | Five food brands + one commissary + one Mirage bar + one POS + events + customer database. | Requires a real operator and strict vendor agreements.                                           | <b>Preferred concept.</b>                  |

### Operator platform vs restaurant operator — money difference

**Honest answer:** five vendor brands can be stronger than one owner-run restaurant because variety drives visits and Mirage keeps the highest-margin pieces: bar, POS, events, customer data, and platform revenue. The mistake would be letting vendors become five independent restaurants or independent bars.

| Model                                | Money upside                                                                                                 | Hidden cost / risk                                                                                            | Bar impact                                                                        |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>One owner-operated restaurant</b> | Existing model: food gross ~\$100k/mo + bar gross ~\$145k/mo if Mirage becomes a strong restaurant operator. | Owner carries chef/GM/payroll/inventory/review risk and one-menu demand risk.                                 | Strong control, but fewer reasons for groups to visit.                            |
| <b>Five independent restaurants</b>  | More variety and tenant risk transfer.                                                                       | May require \$200k–\$400k+ extra hoods, grease, utilities, trash, fire/Health review, TI, and parking recals. | Can rise only if Mirage owns alcohol; falls if tenants get alcohol.               |
| <b>Mirage Market platform</b>        | 5 vendor brands + base booth fee + 15% gross food sales through Mirage POS.                                  | Requires Mirage-owned POS, settlement controls, vendor leases, operator leadership.                           | <b>Best model.</b> Food variety feeds the Mirage bar; vendor upside stays outside |

base underwriting  
until proven.

**Recommendation:** Pitch Mirage as an entertainment food market, not a giant restaurant. Five curated food vendors run through one commissary and one Mirage-owned POS. Mirage controls alcohol, events, entertainment, seating, courtyard, marketing, customer data, and settlements.

### Investor diligence — who is the operator?

**This is the real investor question.** The project succeeds if Mirage operates like a hospitality platform, not just a landlord. The operating model needs to be as important as the real estate model.

| Operator control                                                 | Why investors care                                                  |
|------------------------------------------------------------------|---------------------------------------------------------------------|
| POS · merchant account · QR ordering · customer database         | Mirage owns the customer, sales data, settlements, and remarketing. |
| Vendor onboarding · menu curation · performance replacement      | Weak concepts can rotate without rebuilding the site.               |
| Alcohol exclusivity · bar promotions · event calendar            | Highest-margin profit center stays with Mirage.                     |
| Runners · bussers · hosts · security · parking/exit marshal      | Guest experience stays unified instead of becoming vendor chaos.    |
| Sports · brunch · UFC · Saints/LSU · nightlife · private buyouts | Atmosphere and programming create the destination, not just food.   |

**Simple investor story:** “Mirage is the West Bank's first entertainment food market. Five curated food vendors. One centralized kitchen. One operator-controlled bar. Sports, brunch, events, nightlife, and community gathering space. Vendor rent pays occupancy costs. Alcohol, events, and experiences drive profits.”

### Preferred hybrid pitch — one commissary kitchen, five vendor brands

**This is the clean vendor version:** not five separate restaurants and not five separate kitchens. Mirage runs one central commercial commissary / production kitchen. Five curated food vendor brands operate courtyard service booths for order pickup, expo, plating, and brand presence.

| Control point        | How it works                                                                                            | Why it matters                                                                              |
|----------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>Kitchen</b>       | One shared commissary kitchen, one hood/grease strategy, one BOH food-safety system.                    | Keeps Health/Fire/MEP simpler than five independent kitchens.                               |
| <b>Vendor booths</b> | Five food brands in the courtyard as service/expo/pickup points.                                        | Creates variety and social-media energy without multiplying full restaurant infrastructure. |
| <b>QR ordering</b>   | Guest scans table QR, picks vendor food, and is prompted to add Mirage cocktails/buckets/brunch drinks. | Turns every vendor into a bar-sales funnel.                                                 |

|                |                                         |                                                                     |
|----------------|-----------------------------------------|---------------------------------------------------------------------|
| <b>Alcohol</b> | Mirage remains the only alcohol seller. | Protects the highest-margin sale and avoids tenant bar competition. |
|----------------|-----------------------------------------|---------------------------------------------------------------------|

## Commissary infrastructure split

| Party                               | Provides                                                                                                                                                                                                   | Rule                                                                                                  |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Mirage</b>                       | Commissary kitchen, Type I hood/suppression where required, grease trap/interceptor, gas/electric/water/sewer backbone, dish/sanitation, required sinks, waste/pest control, Health-approved kitchen plan. | Mirage controls anything affecting permit, fire, grease, utilities, insurance, or shared food safety. |
| <b>Vendor</b>                       | Approved smallwares, specialty prep tools, branded packaging, ingredients, recipes, approved warmers/holding equipment, booth branding, vendor prep/window staff.                                          | Vendor equipment must be listed in advance and approved by Mirage, Health, and Fire where required.   |
| <b>Not allowed without approval</b> | Fryers, open-flame burners, propane, smokers, grease-producing equipment, unlisted heat equipment, extra hoods, alcohol service, storage outside booth.                                                    | One vendor cannot change the site permit or insurance risk.                                           |

**Lease rule:** Vendor may use Mirage's shared commissary kitchen and approved hood/grease infrastructure. Vendor-owned equipment must be listed in advance, approved by Mirage, and approved by Health/Fire where required. No unapproved heat-producing, grease-producing, open-flame, or alcohol-service equipment is allowed.

**City-facing wording:** “A central commercial commissary kitchen will support curated courtyard food vendor stations. Vendor stations are service/expo/pickup points only unless separately approved by Health and Fire. Alcohol service remains centralized through Mirage.”

## Vendor booth rent + revenue-share structure

**This is incremental to the 8 shop-shell rent.** Do not include vendor booth upside in base NOI until signed LOIs, operator comps, and actual POS data support it.

| Vendor booth term | Recommended packet structure                                           | Investor note                                                                         |
|-------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Booth base fee    | <b>\$1,250/mo per vendor booth</b>                                     | Fixed payment for brand window, pickup counter, shared demand, and commissary access. |
| Revenue share     | <b>15% of gross food sales through Mirage POS</b>                      | Percentage applies only to actual sales, not projected sales.                         |
| POS rule          | Mirage owns POS, merchant account, QR ordering, and customer database. | Prevents hidden sales and keeps settlement clean.                                     |
| Alcohol rule      | No vendor alcohol rights.                                              | All beer, wine, cocktails, daiquiris, buckets, and alcohol promos stay Mirage-only.   |
| Underwriting rule | <b>Not in base NOI until LOIs / comps.</b>                             | Keeps the packet conservative and avoids fantasy revenue claims.                      |

**Billing rule:** \$1,250 vendor booth fee + 15% gross food sales through Mirage POS + credit-card processing pass-through + approved CAM/utility allocation. Do not call this a tip; tips



belong to staff under a legal tip-pool/service-charge policy.

### Bar sales: Mirage-only vs 4-5 food vendors promoting Mirage

**The bar can do more with vendors only if the vendors are forced to feed the Mirage bar.** That means Mirage is the only alcohol seller, every vendor menu/receipt/QR points to Mirage drinks, vendor promos bundle with Mirage cocktails, and no tenant gets a competing bar or happy hour.

| Scenario                                  | Bar sales read                                                        | Total profit read                                                                               |
|-------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>Mirage-only food + bar</b>             | Existing model carries bar gross around <b>\$145k/mo</b> stabilized.  | Highest control and highest upside because Mirage keeps food, bar, and event margin.            |
| <b>4-5 food vendors + Mirage-only bar</b> | Can improve bar demand if vendors are busy and promote Mirage drinks. | Do not underwrite a specific bar lift until vendor LOIs, comps, and actual POS data support it. |
| <b>4-5 vendors with their own alcohol</b> | Mirage bar can flatten or fall because drink checks split.            | Bad trade: more complexity and less control of the highest-margin sale.                         |

**Decision rule:** Vendor food is good when it creates traffic that buys Mirage drinks. Vendor food is bad when it replaces Mirage food profit or creates independent alcohol competition.

**Do not sell this as four restaurants on Day 1.** Four restaurant tenants may change parking ratios, restroom/Health review, grease/hood/MEP scope, trash/service operations, and alcohol control. That is a different permit and underwriting story.

### What you own (hall kitchen + Great Hall)

- **One Type I kitchen** — 640 SF min (2×40') in **Great Hall west wing** inside Zone X bowl · one hood · one grease line · one health permit · exhaust ducts north — no occupied boxes at canal (\$15)
- **One bar program** — accessory to restaurant · main bar inside Great Hall · court = patio overflow only
- **Menu control** — brunch · bar bites · game-day · private events · no tenant undercutting your happy hour
- **Margin stack** — Rent covers note first · every F&B dollar after costs is **pure profit** — protect the kitchen from tenant competition

### Tenant lease rule — extend the stay, never compete

| ✓ Lease (complementary)                              | ✗ Never lease (steals Mirage margin)                           |
|------------------------------------------------------|----------------------------------------------------------------|
| Dessert · sweet · daiquiri <i>to-go</i> (no kitchen) | Burger · wings · tacos · po-boys · pizza                       |
| Cigar · boutique · gifts · glam · merch              | Second bar · daiquiri bar with full kitchen                    |
| Hookah accessories · sneakers · customization        | BBQ · seafood boil · coffee + full breakfast (competes brunch) |

**Lease test:** If it belongs on Mirage's menu or happy hour → **tenant NO**. Enforce in every LOI and lease.

How this protects profit — rent pays note · food is yours

Full bottom-up monthly model by night · menu price · and named bills: **\$11**.

| Layer        | Job                                            | Stabilized operator cash/mo (\$11)     |
|--------------|------------------------------------------------|----------------------------------------|
| Food         | Kitchen · brunch · dinner                      | See §11 · food gross ~\$100k/mo        |
| Bar          | Signatures · highboys · Fri/Sat/Sun            | See §11 · bar gross ~\$145k/mo         |
| Payroll      | BOH + bar + FOH + GM · sample schedule<br>\$5E | ~\$63k/mo stabilized                   |
| Rent surplus | Pays Loan 1 mortgage first                     | ~\$9,000–12,500                        |
| Events       | Hall buyouts                                   | ~\$2,500                               |
| Mirage total | After full payroll · §11 Step 8–9              | ~\$48k → ~\$97k/mo (ramp → stabilized) |

**Minimum rent test:** Only **6 founding suites** × **\$1,150** = **\$6,900/mo** — already covers **\$4,704** P&I with **\$2,355/mo surplus** before food sells a plate.

**Not Day 1:** You may later run delivery/virtual brands from *your own* kitchen (same permit · same hood) — operator upside only · not leasing ghost bays to outsiders.

[[TOC:4]]4 · Site layout & guest path

|                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| MANHATTAN 75' TERRACE — SPLIT MOUTH (never queue on ROW):<br>WEST 22' ENTER ←   8' WALK   → EXIT 22' EAST · 4-car queue ON SITE ONLY                   |
| NECK — enter lane UP (west) · exit lane DOWN (east) · no parking · fire lane clear                                                                     |
| MONUMENT @ BOWL MOUTH (~29.8885) · north of AE/wetland band<br>PARKING 68 · SOUTH ROW VISIBLE FIRST · one-way loop · Zone X bowl                       |
| MIRAGE GREAT HALL + BAR + KITCHEN WEST (640 SF · 2×40' in hall)<br>12 container lowers = walls · white · B/W · glass/roll-up NORTH                     |
| PALM COURTYARD · FOUNTAIN · PALMS<br>6 SHOPS west   covered walk   6 SHOPS east<br>WEST SERVICE: grease · dumpster · prep/storage (Zone X · not canal) |
| CANAL BUFFER ONLY — landscape · no build · no dig · 50' from bank<br>↑ HEEBE CANAL (AE + wetland beyond build line)                                    |

**Guest path:** Park → ~50' walk → inside AC, TVs, bar. Discover court and shops through north glass. Rain = roll-ups down, entire party inside. Saints Sunday = no wandering in heat.

Parking & circulation — no Manhattan jams

1705 is a **flag lot on busy Manhattan Blvd** with IHOP traffic staring straight down the neck. A single shared in/out lane would stack cars on the street — unacceptable for parish code and for the brand. Circulation is engineered so **Manhattan never holds the queue**.

| Problem                              | Locked solution                                                                                           |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Enter and exit fight at one curb cut | <b>50' stripe:</b> 6' ADA · 22' enter · <b>4' planted median</b> · 18' exit · portal enter-only · see §0A |

|                                     |                                                                                                                                            |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Cars wait on Manhattan ROW          | <b>4-car queue on PICP terrace</b> behind curb — if full, “lot full” on site · not in street                                               |
| Two-way aisles · hunt for spot      | <b>One-way bowl loop</b> with west entry / east exit · south parking first (full lot visible = social proof)                               |
| Backing out to Manhattan            | <b>Forward-out only</b> via east exit neck lane · §40-445(b) compliance                                                                    |
| Peak night choke (Saints · events)  | Optional valet pad west of monument · exit marshal at terrace · BOH trucks west service drive only                                         |
| PICP with no signs (marketing only) | <b>C-1.0 traffic control:</b> ONE WAY · DO NOT ENTER · YIELD · queue boxes · <b>T-30 bowl split</b> · one-way chevrons · portal enter-only |

**Vehicle sequence:** Manhattan → **22’ enter west** (portal) → neck past bank → south parking first → one-way bowl loop → **18’ exit east** (no portal) → YIELD away from IHOP. Pedestrians: **6’ ADA walk on west edge** (bank side) · enter/exit separated by **4’ neutral ground median**.

**Pre-app ask (Q36–41):** Jefferson Engineering / LADOTD must confirm split enter-exit · couplet merge (Q41) · exit bypass portal · traffic control C-1.0. Full spec: [Parking master Rev B+](#) · [Master visual](#) · [NOLA street audit](#) · [TCD T-01–T52](#).

**Container void math:** Containers are **walls**, not 12 separate dining rooms. Six lowers west + six lowers east + roof over center ≈ **80’×60’ ≈ 4,800–6,000 SF** indoor. Finish hides corrugated — guests see one white hall.

4A • Site evidence — photos • survey • field research

**Image rule:** Finished scenes = **your Jun 2026 photos** (8768 • bank west • IHOP east) + **PLS #8387 layout**. Rejected: generic AI • Lot Z glass hall • north pavilion • Bal Harbour tour mislabeled as our site.

**Every layout decision traces to real geometry.** PLS #8387 flag lot • neck ~75' × ~240' • bowl ~225' × ~367'. Bank west • IHOP east • Heebe Canal north. AI renders that ignore this survey fail pre-app — the investor package locks to measured lines, not fantasy proportions.



**Photo 8768 • money shot.** Neck POV from Manhattan — coastal bank west • IHOP east • bowl mouth beyond. Monument • parking reveal • split enter/exit geometry verified here.



**PLS #8387 survey (on file).** Flag lot • P-2-A1Y3 south neck 175' • P-2-A1Y4 bowl 367' • easements east • FEMA bands marked. AOR traces all CDs on this baseline.



**Field research • Jun 2026.** WhatsApp site walk — neck width • pole line east • no queue on Manhattan ROW.



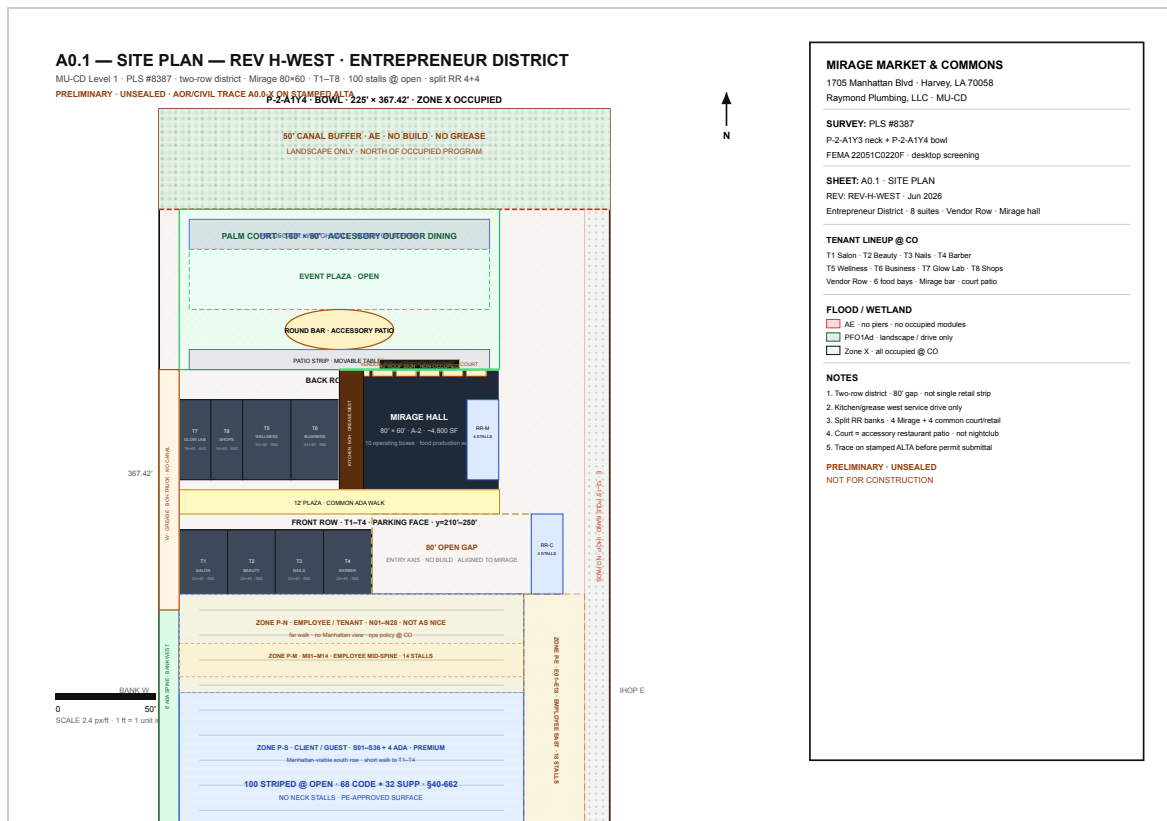
**Bowl mouth POV.** Same geometry as 8768 — parking south • hall stack north of monument pad • Zone X build envelope.

| Survey lock           | Value • use on stamped set                                                                            |
|-----------------------|-------------------------------------------------------------------------------------------------------|
| PLS #8387 PDF         | On file • assets/survey-1705-manhattan-pls8387.pdf • attach to every AOR/PE RFP                       |
| Neck                  | ~75' Manhattan terrace • drive + landscape only • AE + PFO1Ad south — <b>no piers • no containers</b> |
| Bowl                  | ~225' × ~367' Zone X • all occupied lowers • grease • parking • hall                                  |
| 300' alcohol map      | Walk churches/schools/playgrounds on ALTA Table A before JPSO file                                    |
| Still needed for seal | Stamped ALTA + topo • geotech borings • formal wetland delineation if NWI in grading path             |

4B • Layout options research — REV H locked

Two structural paths were evaluated. **REV H — partner operator 40' containers** is locked: containers are walls + roof edge; center void stays open; upper tier is shade only (Bal Harbour logic). Extra boxes go **horizontal** (2×40' = 640 SF suite), never a third vertical tier for public use.

| Option                             | Structure                                                                     | Pros                                                                                                                        | Cons • verdict                                        |
|------------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| A — single story + mega roof       | One row of boxes + site-wide truss roof over void                             | Simpler stack math                                                                                                          | Huge steel span • expensive trusses • <b>rejected</b> |
| B — 2-high stack ★ <b>SELECTED</b> | Lower = occupied • upper = unoccupied shade/overhang • void roof between tops | Boxes <i>are</i> structure • smaller roof spans • Bal Harbour promenade • ~\$2k/box vs hundreds of thousands in stick walls | PE stack connections • weld QC • <b>selected</b>      |



**A0.1 context site plan.** REV H-West on PLS #8387 — split mouth · 68-stall south parking bowl · Mirage 80x60 · 8 shop shells · west service · canal buffer north only. A0.0-X controls exact dimensions.

OPTION B · GREAT HALL (locked):  
 [UP] [UP] [UP] [UP] [UP] [UP] ← 6 upper: shade · mech · shorten roof span · NO public OL  
 [LO] [LO] [LO] [LO] [LO] [LO] ← 6 north · roll-ups to court  
 [KIT] VOID [BAR] ← west kitchen 2x40' · east bar · RR east  
 [KIT] TVs west · booths [RR] ← NO circular bar · DJ SE corner  
 || OPEN VOID ||  
 || GLASS NORTH || → PALM COURT (entry SOUTH from parking)

RETAIL WEST: [UP overhang] [UP]... ← promenade covered walk 8' min  
 [LO 640 SF suite] [LO]... ← 2x40' parallel per tenant · roll-up to court

#### 4C · Permanent modular connection note — AOR/PE controls final details

**Jefferson §40-447(k) bans temporary structures.** Mirage is not blocks-on-gravel · not dunnage · not a touring pop-up. The structural modules become a **permanent connected commercial building** through PE-designed foundations, embed plates, module-to-module connections, storefront/opening schedules, and inspection records. Final connection details are controlled by the sealed AOR/Structural PE set, not by concept renderings.

**Current authority:** Use the REV H blueprint packet, A0.0-X exact CAD, S1.1 pier schedule, and S1.2 connection sheet for coordination. Do not trace old Maison Mirage / Lot Z mockups or photoreal concept images.

**Why pop-ups fail parish review vs why Mirage can pass:** a temporary pop-up sits on blocks, lacks permanent utility/foundation records, and reads as portable storage. Mirage must show permanent foundations, fixed utilities, structural connection details, fire/life-safety review, and professional seals — the same paper trail expected for a permanent commercial building on MU-CD.

## Step-by-step — from dirt to connected building

**Step 1 • Pier schedule (PE-stamped S1.1).** Geotech confirms bearing on coastal fill. Civil marks **Zone X only** — no footings in south neck PFO1Ad or canal AE band. Each **stack cluster** gets one pier cap with embed plate (not four corner blocks per box). Kitchen west wing gets reinforced zone or slab segment for hood/grease load. Grease pit digs on west service drive only.

**Step 2 • Set lowers on caps (crane week).** Forty occupied lowers + west prep boxes fly in hall → retail → service order. Each box lands on its stack's embed plate. Crew runs string lines for the ~80'×60' void — **shim until long sides are co-planar within PE tolerance** (typically  $\leq 1/2''$  over 40'). Out-of-square used boxes get shim at base, not forced twist at the roof.

**Step 3 • Pier tie — box to earth.** Lower corner castings weld or bolt to embed plates per S1.2 detail. This is the moment the module stops being a shipping container and becomes **real-property improvement** — foundation inspection card signed before close-in.

**Step 4 • Box-to-box weld along long sides.** Where two occupied lowers touch (hall south run • retail suite pairs • kitchen 2×40' pair), welders run a **continuous fillet or stitch pattern** along the shared long wall at floor and header height. Boxes act as one lateral system for wind — not independent PSUs. Welder logs note date • operator • location • electrode spec.

**Step 5 • Stack uppers (shade only).** Six hall uppers + retail uppers land on lower corner castings per PE lower→upper detail. Uppers carry **dead load + hurricane tie-down** only — no public occupancy • no second-floor OL • no elevator. Upper bottom flange becomes the **promenade overhang roof** over the 8' walk; parking stays south — overhang does not span stalls.

**Step 6 • Opening frames BEFORE any cut.** At every roll-up • storefront • service door • court glass bay: fabricator welds **tube-steel or C-channel frame** to the existing box steel (corner posts + top rail + sill rail). Frame spans the opening width; verticals land on box rails, not on bare corrugated. **Only after frame weld QC** does the torch remove corrugated panels *between* frame members. Top rail and corner posts remain unless PE details a controlled notch at a header bearing point.

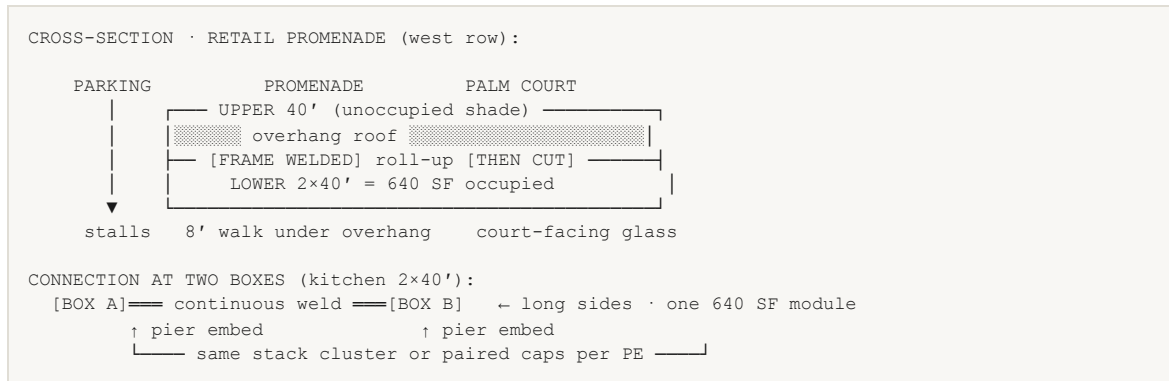
**Step 7 • Void roof post-frame.** Lightweight purlins/post-frame span **container wall to container wall** across the dining void — not a site-wide clear-span truss. Upper hall boxes shorten the span further. Roof drains to scuppers away from hall floor. First rain test before MEP close-in.

**Step 8 • Rough structural inspection.** Inspector sees pier embeds • box-to-box welds • opening frames • stack ties • void roof framing — **before** insulation and finish hide connections. Fail here if corners were cut early or boxes float on blocks.

## Minimal cutting — what we do NOT do

| ✓ Allowed (PE-stamped)                                                      | ✗ Prohibited (weakens unit / fails inspection) |
|-----------------------------------------------------------------------------|------------------------------------------------|
| Remove corrugated <i>between</i> welded frame members at scheduled openings | Cut corner posts or top rail before frame weld |

|                                                                           |                                                                   |
|---------------------------------------------------------------------------|-------------------------------------------------------------------|
| PE header at roll-up / glass north to court                               | Random torch holes for MEP without sleeve detail                  |
| Interior door between paired kitchen 2×40' modules (boxes already welded) | Remove entire long-side steel panel without box-to-box weld first |
| Sleeved penetrations at MEP coordination points on S1.2 schedule          | “Buddy with a Miller” site welds with no log                      |
| Upper module floor cut for mechanical chase only where PE allows          | Third vertical tier for public · blocks/dunnage instead of piers  |
| Finish cladding over intact box shell (§40-447(h) slat+glass)             | Cutting south face before hall stack is tied to piers             |



**Permanency checklist on CO path:** MU-CD site plan approved · building permit lists connected modular building · foundation passed · structural rough passed · permanent 200A service · grease interceptor · fixed RR · §40-447(h) finish on elevations · welder logs on file. That is the difference between a container yard and a bankable asset on \$400k land.

#### 4D • CAD & blueprints — 100% on PLS #8387 survey • trace-ready to stamp

**Survey lock (June 2026):** All coordination SVGs were rebuilt on **PLS #8387** — P-2-A1Y3 / P-2-A1Y4 • 225' Manhattan • 175' south depth • 367.42' bowl west • REV H operator layout. **Lot Z / Old Gentilly REV 7 sheets removed from authority.** AOR traces these onto stamped ALTA • PE seals S1.x. Full checklist: [Blueprint survey lock](#).

**UNSEALED • COORDINATION ONLY.** Geometry matches PLS #8387 plat calls — licensed professionals dimension-check on ALTA control before seal. Regenerate PDF packet: `python3 website/scripts/export-blueprint-packet-pdf.py`

| Plat call • PLS #8387                | Value                          | On drawings            |
|--------------------------------------|--------------------------------|------------------------|
| Manhattan frontage P-2-A1Y3          | <b>225.00'</b>                 | ✓ Ao.1 • Ao.2          |
| South depth to bowl split            | <b>175.00'</b> • N 29°28'37" W | ✓ Ao.1 split line      |
| Bowl west depth P-2-A1Y4             | <b>367.42'</b>                 | ✓ Ao.1 • S1.1          |
| Canal frontage                       | <b>225.00'</b>                 | ✓ Ao.1 north buffer    |
| 25'×25' bank lip • monument          | SW corner pad                  | ✓ Ao.1 • A1.2          |
| 5' utility + 10' sewer servitude     | Manhattan edge                 | ✓ Ao.1 • no structures |
| Zone X occupied • AE/PFO1Ad no-build | FEMA 22051C0220F               | ✓ All sheets           |



**Ao.1 • Site plan.** P-2-A1Y3/Y4 • FEMA/NWI • split enter W / exit E • monument west pad • Zone X bowl program.

**A0.2 • Parking.** Bowl stalls only • one-way loop • no neck parking §40-444 • civil PE stripes on ALTA.

**S1.1 • Pier schedule.** One cap per stack • embed plates • no footings AE neck • grease west Zone X.

**S1.2 • Stack connections.** Pier embed • box-to-box weld • lower→upper • weld-before-cut frames.

**A1.1 • Floor plan.** Great Hall void • kitchen west 2×40' • 640 SF retail modules • not Lot Z L-core.

**Ao.4 • Spacing + fire.** 58-box clusters • crane laydown bowl-west • rejected Lot Z kiosk logic.

**A1.2 • Elevations.** §40-447(h) slat+glass · 2-high stack ·  
Manhattan + court faces.

**A2.1 • Fire access.** Neck fire lane • apparatus bowl loop • west service BOH only.

**FS1.1 • Life safety.** Fire area • OL  $\leq 299$  target • egress • Fire Marshal review.

### Stamp-ready sheet index (AOR/PE deliverables)

Licensed team traces owner coordination drawings onto **PLS #8387 ALTA** and seals the minimum Jefferson + Fire Marshal submittal:

| Sheet     | Title                    | Stamp owner · critical content                                           |
|-----------|--------------------------|--------------------------------------------------------------------------|
| Go.1      | Cover · code summary     | AOR · connected modular commercial building · §40-447(j)(k)(h) notes     |
| A0.1–A0.3 | Site · parking · grading | AOR + Civil PE · Zone X occupied envelope · split mouth · gravel section |
| A1.1–A1.3 | Floor · retail · roof    | AOR · void · kitchen west · 12×640 SF suites · void post-frame roof      |
| A2.1–A2.3 | Elevations · sections    | AOR · stack height · pier · §40-447(h) finish                            |

| <b>S1.1</b>             | Pier schedule                                                                                                                       | <b>Structural PE</b> · embed plates · one cap per stack · no footings in wetland/AE          |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <b>S1.2</b>             | Stack connection details                                                                                                            | <b>Structural PE</b> · box-to-box weld · lower→upper · <b>weld-before-cut</b> opening frames |
| <b>S1.3</b>             | Void roof framing                                                                                                                   | <b>Structural PE</b> · purlins between container tops · uplift ties                          |
| <b>Mo.1–M2.1</b>        | Plumbing · elec · HVAC                                                                                                              | MEP · grease west · 200A/400A · hood exhaust                                                 |
| <b>FS1.1</b>            | Fire / life safety                                                                                                                  | AOR + Fire Marshal · OL · egress · sprinkler TBD                                             |
| Status                  | Item                                                                                                                                |                                                                                              |
| ✓ On file · survey-tied | PLS #8387 PDF + PNG · <b>9 SVG sheets rebuilt on plat</b> (Ao.1–A2.1 · FS1.1 · S1.1 · S1.2) · <a href="#">Blueprint survey lock</a> |                                                                                              |
| ✓ Trace-ready           | Program lock · Option B · 225'/175'/367.42' plat dims on title blocks · Lot Z removed · weld-before-cut on S1.2                     |                                                                                              |
| <b>Blocks seal</b>      | Stamped ALTA + topo · geotech · written pre-app + Fire Marshal · utility letters · wetland delineation if required                  |                                                                                              |
| Week 1 RFP              | Commission AOR + structural PE + civil PE · attach handoff zip · trace · seal · submit MU-CD Level 1 first                          |                                                                                              |

Full read order for licensed team: [AOR/PE handoff package](#) · [Sheet index](#) · [Structural container data](#) · [Permanent structure checklist](#) · live visuals: [site concept hub](#) · [survey photo lock](#).

#### 4E · Arrival & 75' street face — Rev C monument lock

Guest first impression is Manhattan terrace → neck → parking reveal → monument @ bowl mouth. \$40-447(h) slat+glass on metal faces · 75' street face budget · split enter west / exit east — never queue on ROW.



Today gravel neck 8768

**TODAY · 8768.** Real site · gravel neck · bank west · IHOP east — every plan matches this geometry.

Full spec: [75' street face lock](#) · [Forecourt monument Rev C](#) · [Grand entrance code visual](#).

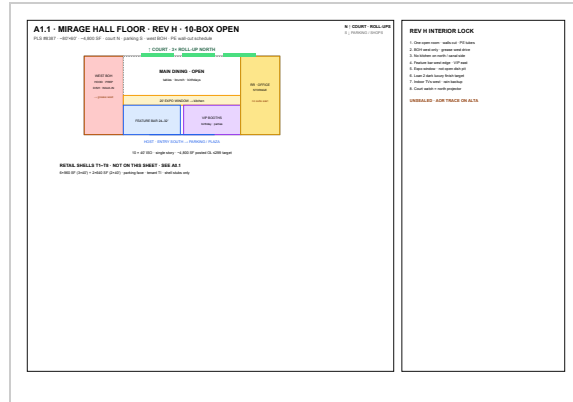
#### 4F · Finished district vision — court-first journey

Not restaurant hidden at canal. Guest parks south → walks under upper overhang → discovers palm court through north glass. Indoor void + court = one room when roll-ups open.

**Bowl reveal · on your grass.** Photo 8766 composite · parking south visible first · hall @ bowl mouth · palm court · retail promenade loop — district model lock.

## Neck arrival POV on site photo 8768

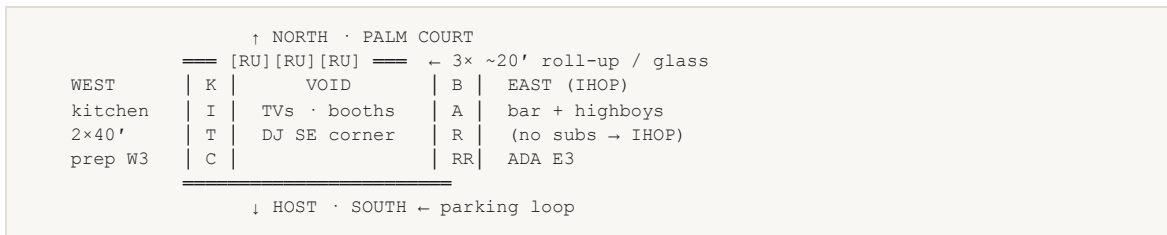
**Neck arrival · site POV.** Real 8768 geometry · neck up · monument west · south parking first right · covered walk to court.



**Great Hall · A1.1 floor plan (Rev B).** Kitchen **west** 2×40' · bar **east** · RR east · 3× roll-up **north** to court · entry **south** from parking · **no circular bar**.

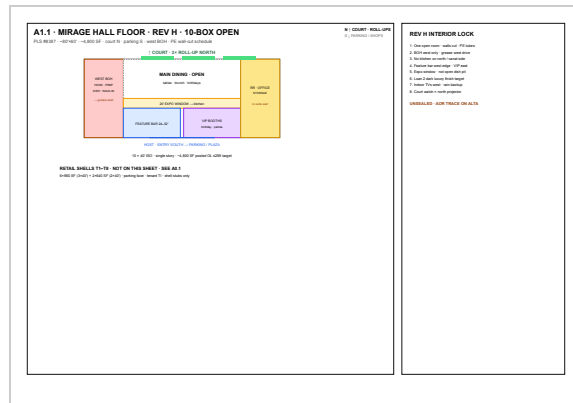
## 4M · Great Hall interior layout lock (Rev B)

**Rejected:** circular bar in the middle · kitchen on the north wall · outdoor DJ · subs on the east (IHOP) wall. **Locked:** kitchen **west** 2×40' · bar **east** L-rail · RR east · 3× roll-up **north** to palm court · host entry **south** from parking · DJ **SE corner inside only**.



## Great Hall interior correct B/W

**Interior target (correct).** Watch wall west · booths center · L-bar east · roll-ups north · kitchen pass west — Bal Harbour B/W finish.



**A1.1 authority.** Box assignment W1–W3 kitchen · E1–E3 bar/RR · N1–N6 court band · void furniture plan on sheet.

Full lock: [Great Hall interior lock](#) · service flow · triple opening · AOR furniture/RC plan checklist.

Concept authority: [Open court concept](#) · [Integrated design](#) · [District model](#) · [Photo composite slider \(8768\)](#).

4G · Parking & entry — same as §0A single lock

**Survey truth (8768 · PLS #8387): West = bank side · YOUR 25' lip + MIRAGE tower · East = IHOP next door · exit only.** Stripe **6' + 22' + 4' + 18' = 50'** · portal over enter · 4-car queue · 68 bowl stalls · one-way loop · Manhattan never holds queue.

Mouth layout — west → east

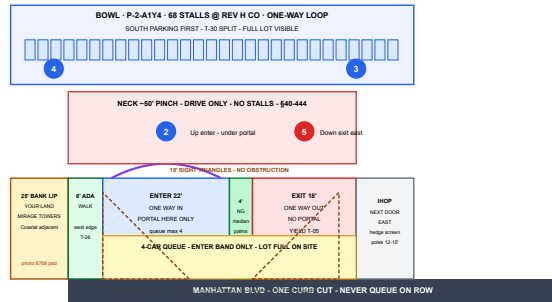


Guest vehicle sequence — every trip (numbered on Lo.2)

| Step | Action                                                                                                         | Where                  | Sign / stripe                  |
|------|----------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------|
| 1    | Turn in from Manhattan · enter <b>west lane only</b>                                                           | Terrace Zone 0         | T-01 ONE WAY · T-06 ENTER WEST |
| 2    | If queue full → <b>LOT FULL</b> · wait on site · <b>never block Manhattan ROW</b>                              | Terrace                | T-08 · T-09                    |
| 3    | Neck <b>up</b> under portal · ped on <b>6' ADA walk</b> (west/bank side)                                       | ~50' pinch · 4' median | T-23 → PARKING                 |
| 4    | Bowl mouth guides cars into <b>south parking first</b> (full lot visible)                                      | T-30 split             | T-33 one-way chevrons          |
| 5    | <b>One-way loop</b> — south parking → internal aisles → north row / exit return · head-in stall                | Zone 2 bowl 68 stalls  | T-40–T-45 one-way              |
| 6    | Exit loop → <b>east neck lane down</b> → terrace → <b>YIELD</b> → Manhattan <b>east</b> · merge away from IHOP | Zone 1 exit · T-05     | T-22 EXIT EAST                 |

**After park:** Stall → planted strip → **6' ADA walk (west)** or bowl path → hall / court.

PLS #8387 - bank west (YOUR 25' lip + tower) - IHOP east - 6+22+4+18 stripe - portal enter-only - Rev C Jun 2026



## SITE EDGES (PLS #8387)

WEST - BANK SIDE

25'x25' lip = YOUR land  
Monument / towers here  
Coastal bank adjacent

## EAST - IHOP SIDE

Neighbor - exit lane only  
Hedge - no monument

## ENTRY SEQUENCE

- 1 Manhattan - enter 22' west only
- 2 Queue 4 max on terrace
- 3 Neck up - portal - 6' ADA walk
- 4 T-30 - south parking first
- 5 One-way bowl loop
- 6 Exit 18' east - YIELD - away from IHOP

**AUTHORITY DOC**

1705-MANHATTAN-PARKING-ENTRY-PLAN-LOCK.mxd

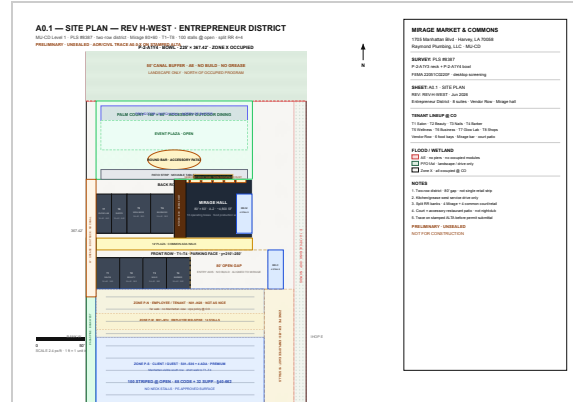
Rev C - Jun 2026 - SINGLE LOCK

UNSEALED - PE STRIPES ON ALTA

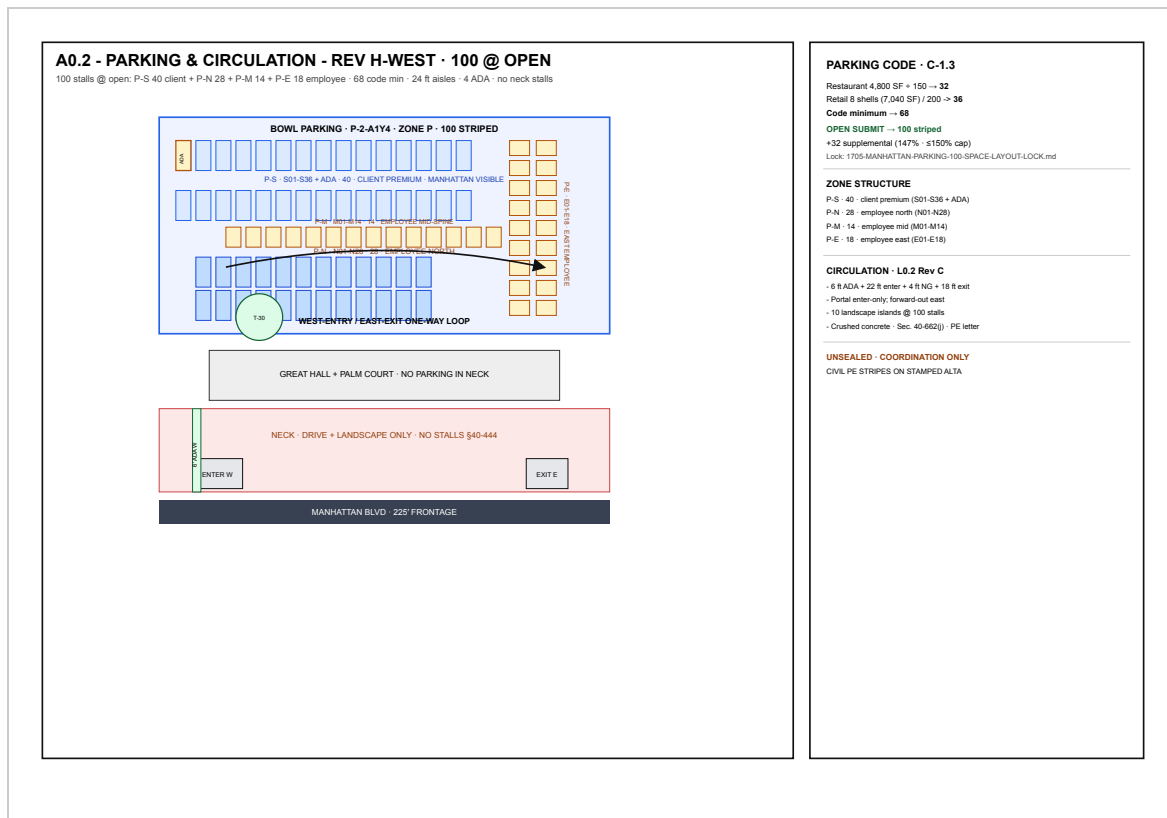
**Lo.2 · Parking + entry plan.** Steps 1–6 · split mouth · T-01–T-52 schedule · IHOP exit merge · full lock: [Parking entry plan lock](#).

 Today gravel neck photo 8768

**Photo 8768 • today.** Gravel neck • bank west • IHOP east — same geometry every composite uses.



**Layout authority** · PLS #8387. Split mouth · south parking  
68 · hall @ bowl mouth · Rev H-West program · not Old Gentilly  
Lot Z.



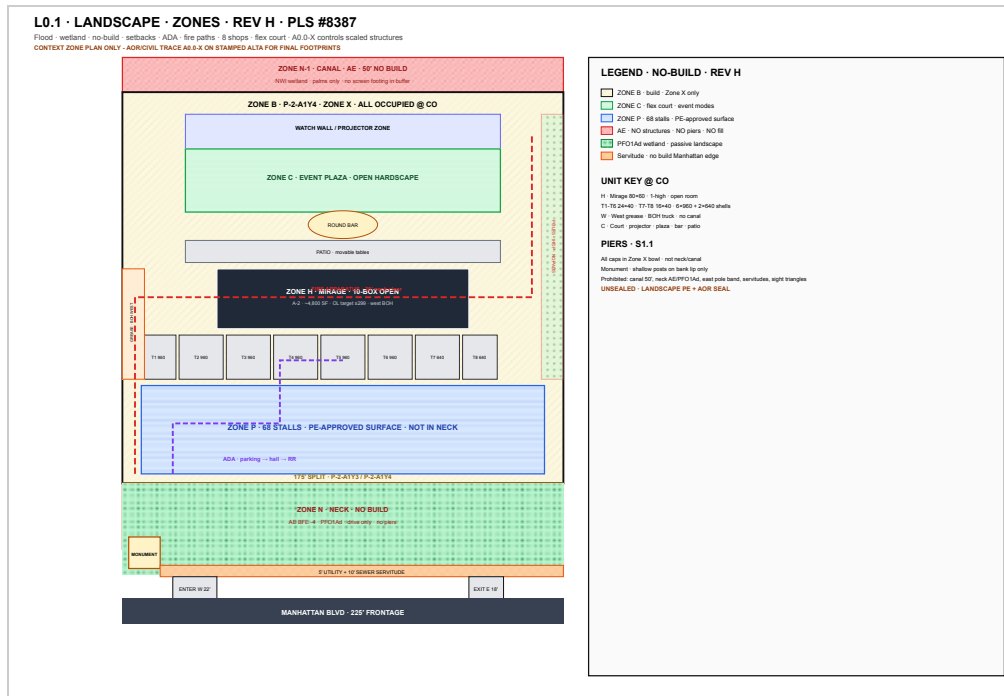
**Ao.2 • Prelim parking.** Current Rev H submit = 68 stalls · south row first visible · one-way loop · PE-approved surface.

| Zone 2 bowl · Day 1 | Count              | Why                                                               |
|---------------------|--------------------|-------------------------------------------------------------------|
| South row           | ~27                | First visible from neck · immediate right at mouth · social proof |
| North row           | ~18                | Fill after south · pull-through where depth allows                |
| ADA                 | 2 van + 2 std      | South row · T-50 · shortest path to hall                          |
| Code minimum        | ~40                | §40-662 restaurant + 8 shop · shared parking §40-664              |
| BOH                 | West service drive | Grease · dumpster · prep trucks · never through guest loop        |

Full spec: [Parking entry plan lock](#) · [Parking master Rev B](#) · [Circulation lock](#) · [Traffic control T-01-T-52](#) · [Parking master visual](#) · [Traffic control site plan](#).

## 4H · Landscape · zoning · unit plan — every zone on PLS #8387

**Every square foot labeled.** No-build zones are not suggestions — they are AE flood · NWI wetland · parish servitudes · and pole easements on the recorded survey. Occupied containers · grease · and piers land in **Zone B (Zone X bowl)** only.



**Lo.1 · Landscape + zone + unit plan.** Zones N · N-1 · B · C · P · H · T1-T12 · W · servitudes · ADA route · fire apparatus path · setbacks. Full doc: [Landscape zone lock](#).

| Zone                  | Build?                | Why no-build / rule                                                               | What goes here                                                                 |
|-----------------------|-----------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <b>N · South neck</b> | <b>NO</b>             | P-2-A1Y3 · <b>AE BFE -4</b> · <b>PFO1Ad wetland</b> · \$40-444 no parking in neck | PICP drive · palms · monument west pad · enter W / exit E · ped walk west bank |
| <b>S · Servitude</b>  | <b>NO</b>             | PLS #8387 · <b>5' utility + 10' sewer</b> on Manhattan edge                       | Nothing structural · mouth behind servitude lines                              |
| <b>B · Bowl</b>       | <b>YES</b>            | P-2-A1Y4 · <b>Zone X</b> · 367.42' west depth · all occupied program              | Hall · retail · parking · grease west · prep                                   |
| <b>C · Palm court</b> | Landscape + accessory | Not enclosed fire area · outdoor dining accessory to restaurant                   | Fountain · palms · string lights · photographed                                |
| <b>P · Parking</b>    | Surface only          | \$40-662 ratios · \$40-662(j) all-weather · 6 islands minimum @ 68 stalls         | PE-approved all-weather surface · one-way loop · no neck stalls                |
| <b>E · East band</b>  | <b>NO pads</b>        | IHOP wall · <b>utility poles 12-15'</b> · Kensington easement                     | Hedge screen · exit lane only · no retail east tight to poles                  |
| <b>N-1 · Canal</b>    | <b>NO</b>             | <b>AE BFE -3</b> · NWI on bank · <b>50' no dig</b> · no canal BOH                 | Grass · palms · passive buffer only                                            |



Setbacks & buffers (cite on A0.1 + L0.1)

| Rule                 | Code / survey  | Dim            | Notes                                               |
|----------------------|----------------|----------------|-----------------------------------------------------|
| No parking in neck   | §40-444(b)(1)  | 20' front yard | Neck = boulevard + landscape · stalls start in bowl |
| Manhattan servitudes | PLS #8387      | 5' + 10'       | No structures in band · monument behind lines       |
| Side setback / bank  | §40-448        | ≥10'           | Monument west · verify bank easement ALTA           |
| East pole no-build   | Field + 811    | 12–15'         | Photos 8768 · wa-02 · no pads in pole line          |
| Canal buffer         | §15 · FEMA/NWI | 50'            | No piers · no grease · no kitchen at canal          |
| Sight triangles      | §40-665        | 15'            | Enter west + exit east · monument slim in triangle  |
| Ped / veh separation | §40-447(b)(3)  | 6–8'           | West bank edge walk · planted strips in parking     |

4I · Bal Harbour stack math — 2 at bottom + overhang on top (walkway from elements)

**Yes — Bal Harbour logic works here.** It is **not** four containers stacked vertically. Each retail suite = **2×40' parallel at grade** (640 SF) + **1×40' upper** whose bottom flange becomes the **promenade roof** over an **8' walk** — guests stay dry walking from parking → court → hall, same as Bal Harbour Access.

```
ONE RETAIL SUITE (Bal Harbour section):
    [ ONE 40' UPPER ] ← shade only · NOT leasable · NO public upstairs
    ─────────── ← OVERHANG ROOF · rain + sun protection
    · · 8' PROMENADE · · ← guest walks HERE under upper box
    [ 40' LO ] [ 40' LO ] ← PARALLEL at grade = 640 SF · §40-447(j)
    ↑ roll-up / glass to PALM COURT

GREAT HALL (same 2-high logic · bigger void):
    [UP][UP][UP][UP][UP][UP] ← 6 upper · shorten roof span · mech
    [LO][LO][LO][LO][LO][LO] ← 6 north · roll-ups to court
    [KIT] VOID [BAR] ← west kitchen 2×40' · east bar · RR east
    ┌ OPEN VOID ─┐ ← ~4,800 SF · DJ SE · TVs west
    └ GLASS NORTH ─┘ → PALM COURT · entry SOUTH ← parking
```

| Component     | Lowere (40')         | Uppers (40')         | Loan 1 · full Day 1                                |
|---------------|----------------------|----------------------|----------------------------------------------------|
| Great Hall    | 12                   | 6                    | 10 boxes — full 2-high stack                       |
| 8 shop shells | 24 (2 parallel each) | 12 (1 overhang each) | 22 retail lowers — full Bal Harbour promenade walk |
| West prep     | 4                    | 0                    | 4 boxes                                            |
| Loan 1 total  | 40                   | 18                   | 58 purchased · in this raise                       |

**Full Day 1 lock (June 2026):** All **8 shop uppers** ship with Loan 1 — no interim canopy · no phased promenade. Guest walks parking → neck → **fully covered loop** → palm court → hall —

matches [Bal Harbour Raleigh reference](#) on open night. Parking stays **south** — overhang covers the walk, not the stalls.

#### 4J • Good neighbor • noise • operations — what Jefferson + IHOP will ask for

**Three parish priorities on a flag lot on busy Manhattan:** (1) **cars never stack on the ROW**, (2) **sound/light never nuisance IHOP or bank**, (3) **restaurant + retail** — not an unpermitted nightclub. Submit this narrative with MU-CD site plan • pre-app Q33–Q41.

| Neighbor                           | Concern                          | Mirage commitment                                                                                          |
|------------------------------------|----------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>IHOP east</b>                   | Noise • traffic • sightline      | <b>IHOP Silent Lock</b> • DJ inside only • subs off east wall • patio exit merges away • east hedge screen |
| <b>Coastal Community Bank west</b> | Setback • monument • night glare | ≥10' §40-448 • monument on 25'×25' lip • 2700K warm • no upright spill §33-3.58.6.4                        |
| <b>Manhattan ROW</b>               | Queue on street                  | 4-car private terrace • LOT FULL on site • split enter/exit • forward-out only                             |
| <b>Heebe Canal north</b>           | Wetland • AE                     | 50' buffer • no build • no dig • passive landscape only                                                    |

#### Noise plan — IHOP east (critical for permit)

| Source                          | Rule                                                       | Technical                                                                      |
|---------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------------|
| <b>DJ / live music</b>          | <b>Inside Great Hall only</b> • roll-ups down on DJ nights | No outdoor amplified music • subs <b>never on east wall</b>                    |
| <b>Subwoofers</b>               | Off or isolated west                                       | East wall = IHOP line • limiter at mock test                                   |
| <b>Patio / court game audio</b> | Directional speakers • aimed west / court                  | <b>Never east toward IHOP</b> • captions-only if mock fails                    |
| <b>Brunch gospel/jazz</b>       | Inside south leg only • Brunch Zone                        | No bleed to Game Zone east • split zones §10E                                  |
| <b>Hours (initial)</b>          | Kitchen close 9p Sun–Thu • 9:30p Fri–Sat                   | Last call 11:15p Fri/Sat • out 11:30p • Wed/Sun DJ end 10:30p until 30-day log |

#### Mock sound test (before alcohol / grand open)

1. Full DJ level **inside** • roll-ups down
2. Game audio on patio at sellout level
3. Measure **dBA at east property line** (IHOP side) • handheld + log
4. Target: below parish nuisance threshold • adjust limiter / captions / speaker aim
5. **30-day operations log** after open • GM documents complaints + levels

#### Lighting good neighbor

| Rule | Code | Mirage |
|------|------|--------|
|------|------|--------|

|                       |                                      |                                                      |
|-----------------------|--------------------------------------|------------------------------------------------------|
| No glare to motorists | \$33-3.58.6.4                        | 2700K warm · downlights · dimmers · no mercury vapor |
| Strings               | Landscape lighting · private terrace | Above 3'–8' clear zone · not on ROW                  |
| Monument              | \$40-448 sign                        | Slim base ≤18" in 15' sight triangle \$40-665        |

### Parish submittal bundle (attach with site plan)

| Deliverable                             | Sheet / doc                              |
|-----------------------------------------|------------------------------------------|
| MU-CD site plan · parking + circulation | A0.1 · A0.2 · <b>LO.2 entry sequence</b> |
| Traffic control device schedule         | T-01–T-52 · C-1.0                        |
| Good neighbor / noise narrative         | <a href="#">Good neighbor noise plan</a> |
| Photometrics (if requested)             | Pre-app Q33                              |
| Fire apparatus + egress                 | A2.1 · FS1.1                             |

Full plan: [Good neighbor · noise · operations](#) · [Outdoor court bar lock](#) · IHOP silent · DJ inside only · games inside hall.

### 4K · Bal Harbour Raleigh reference → 1705 · full Day 1 lock

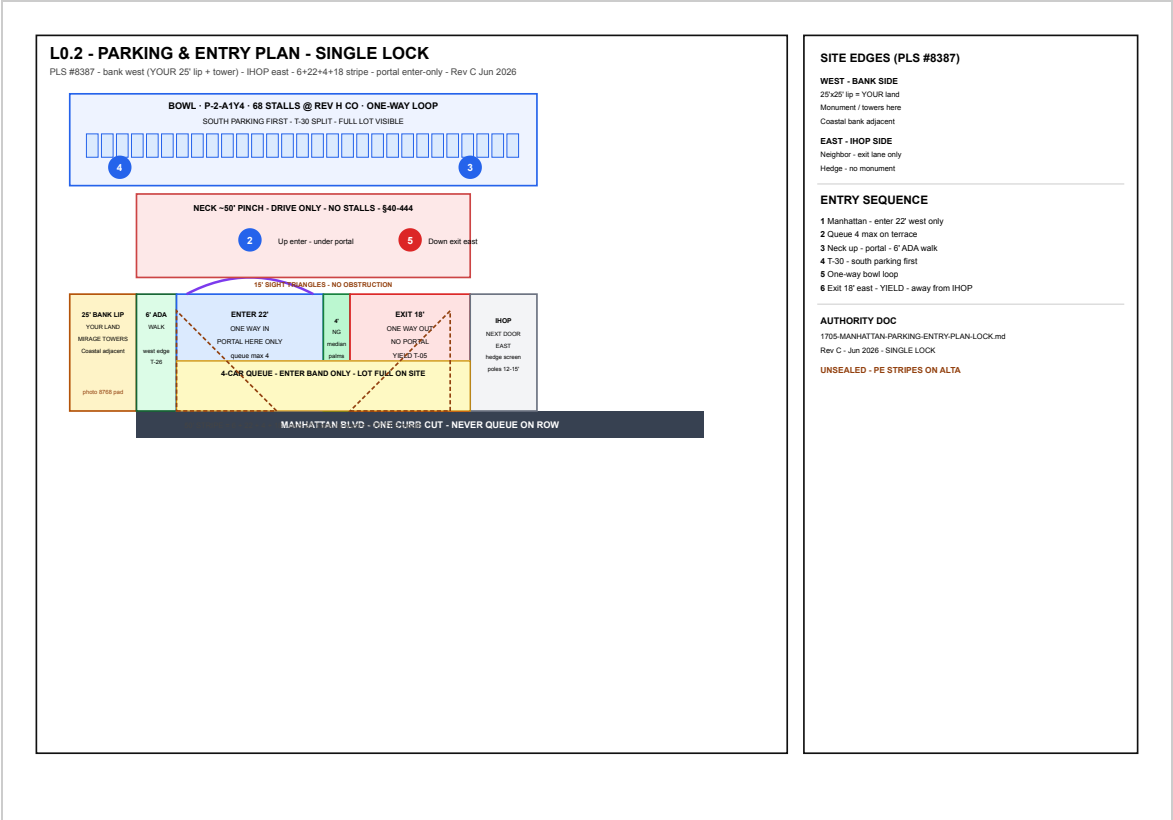
**Memo:** Match [Bal Harbour Pop-Up Shops · Raleigh NC](#) (LOT-EK touring ACCESS) **almost exactly** in the bowl — white boxes · palm court · covered promenade · resort glow. **Full Day 1 = 32 boxes @ CO in this raise** — no phased uppers · no interim canopy.

| Copy from video                     | 1705 tweak (non-negotiable)                                                           |
|-------------------------------------|---------------------------------------------------------------------------------------|
| White boutique boxes + black trim   | Same — \$40-447(h) slat + glass · finished skin not raw ISO                           |
| 2-high · upper = shade only         | Same — <b>32 boxes @ CO</b> · 18 uppers (6 hall + 8 shop)                             |
| Palm court · buildings hug the room | Same — ONE hall south edge · intimate court                                           |
| Covered promenade walk              | <b>All 8 shop uppers Day 1</b> — in Loan 1 · +\$24k vs 58-box plan                    |
| Warm strings + resort light         | Same + <b>75' Manhattan portal</b> Rev C gateway                                      |
| Open lot entry                      | <b>Flag lot:</b> split enter/exit · 4-car terrace · neck reveal · south parking first |
| Off-site parking                    | <b>68 stalls on-site</b> · overhang on walk only                                      |
| Tour pop-up · ~28–30 boxes          | <b>Permanent:</b> piers · weld · grease · CO · IHOP silent lock                       |

Reference video: [Bal Harbour Raleigh](#) · Full lock: [Bal Harbour reference lock](#) · [Stack lock](#) · LOT-EK [Bal Harbour ACCESS](#).

4L · Build gallery + life · parking authority \$oA

Entrance/parking = 68-space Rev H lock. Enter west · exit east · 4-car terrace · portal enter-only · 68 stalls south bowl · one-way loop · no neck parking. Old display board + Gentilly/on-site-pov renders removed.



Lo.2 authority. Real entrance + parking sequence — 6+22+4+18 · bank west · IHOP east.

Life · courtyard · game day



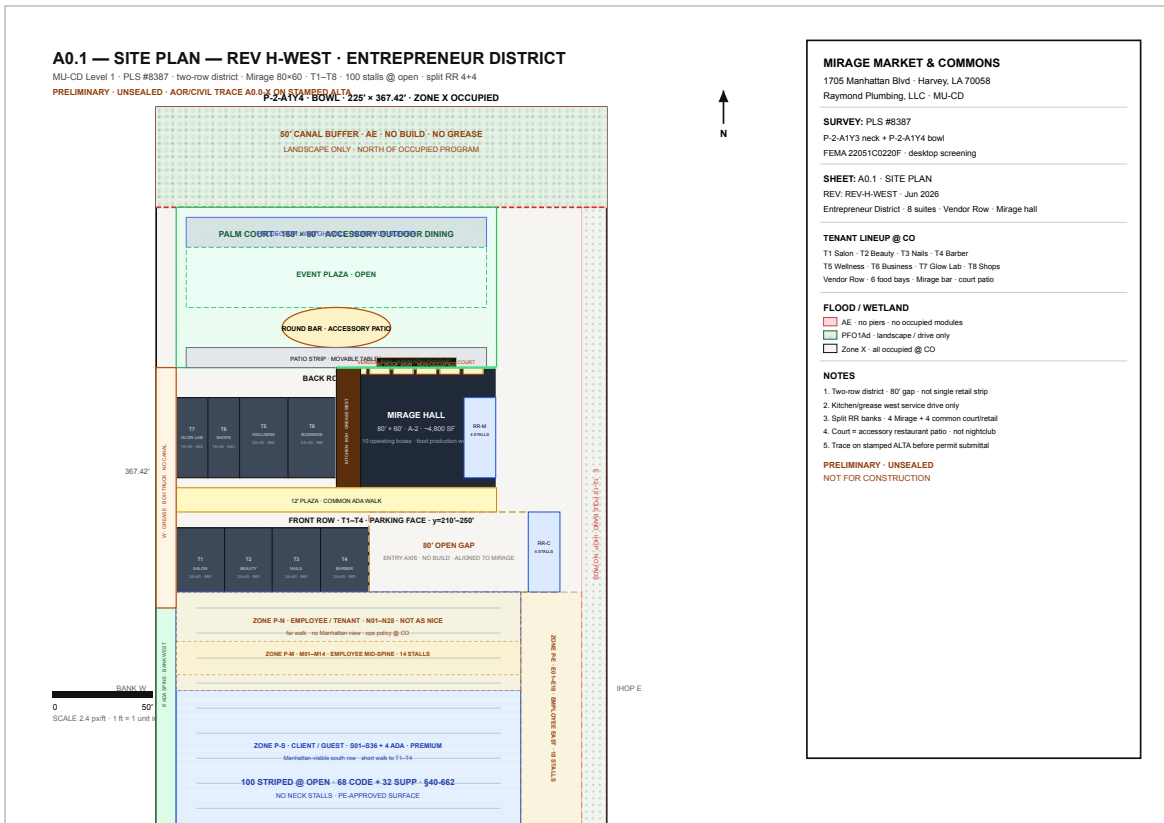
Hall · game day. TVs west · L-bar east · roll-ups north · kitchen west · no circle bar.



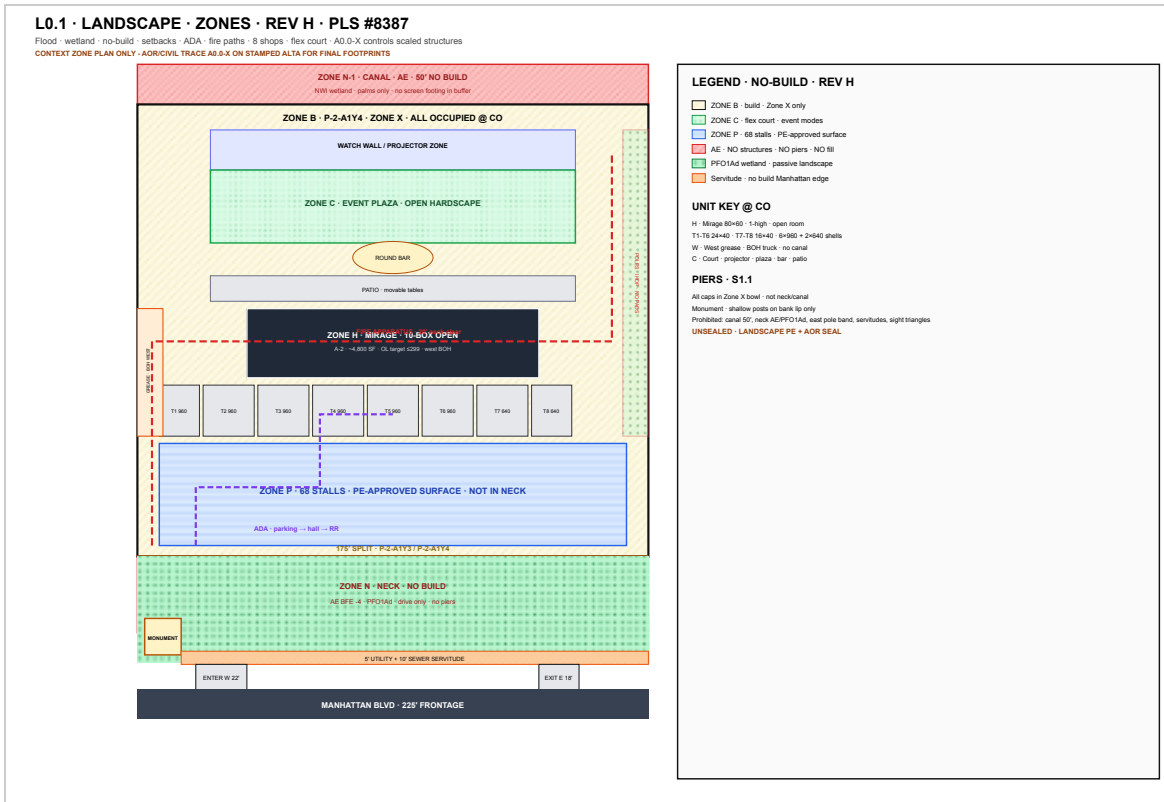
TODAY · 8768. Real site · gravel neck · bank west · IHOP east.



Survey · PLS #8387. Flag lot · 225' Manhattan · bank west · IHOP east — plan authority.



A0.1 + L0.1. Where every box lands · zones N · P · H · C · T · W · E · N-1.



L0.1 zones. No-build bands · ADA paths · fire lanes.

Photo-only gallery: [1705-MANHATTAN-BUILD-PHOTOS.html](https://www.raymondplumbing.com/1705-MANHATTAN-BUILD-PHOTOS.html) · slider: [1705-FINISHED-PHOTO-EXACT.html](https://www.raymondplumbing.com/1705-FINISHED-PHOTO-EXACT.html).

## [[TOC:5]]5 • Zoning & code — what Jefferson approves

**Approval strategy — no workarounds.** Submit exactly what Jefferson Parish approves every day on MU-CD sites: **mixed-use restaurant + retail** on a Level 1 site plan • **LA-registered AOR/PE plan set** • engineered foundations • permanent MEP • Health plan review • Fire Marshal plan review • building CO. Containers are the *construction method* — on the permit they are a **connected commercial building**, not a pop-up or storage yard.

**Base district:** Jefferson Parish **Mixed Use Corridor District (MU-CD)**, Article XL Chapter 40. MU-CD allows a unified mixed-use development by combining permitted uses from underlying commercial districts (§40-442), subject to MU-CD site plan review, area regs (§40-444), parking (§40-662), landscape/buffer (§40-445–446), and design standards (§40-447).

### Primary classification — restaurant first

Underwrite and permit as **restaurant (Group A-2)** with accessory bar, accessory outdoor dining, and complementary retail suites — **not** as a stand-alone nightclub, event venue, or temporary container market. That is the lane parish staff and Fire Marshal see on similar Manhattan corridor projects.

### Uses proposed on MU-CD site plan (Level 1)

| Mirage use                                  | Underlying zoning basis                | Status                   | Submission basis                                                                                                                                 |
|---------------------------------------------|----------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Restaurant</b> (Great Hall F&B)          | C-1 / C-2 • Group A-2                  | Permitted in MU-CD mix   | Principal use • one health permit • one hood • one grease line • AOR life-safety set                                                             |
| <b>Bar (accessory)</b>                      | Accessory to restaurant • §33-3.53-4.5 | Permitted as accessory   | Alcohol secondary to food service • bar inside Great Hall • restaurant-class ATC path                                                            |
| <b>Retail / boutique suites</b> (12×640 SF) | C-2 general commercial retail          | Permitted in MU-CD mix   | Complementary tenants • no tenant kitchens • each suite ≥500 SF (§40-447(j): 2×40' modules)                                                      |
| <b>Outdoor dining / court bar</b>           | Accessory to restaurant + bar          | Permitted with site plan | <b>Center round bar</b> in palm court (~16' Ø • 360° service) • same JPSO license • <a href="#">outdoor court bar lock</a> • not parking-lot bar |
| <b>Covered promenade / shade</b>            | Accessory structure                    | Permitted                | Upper containers unoccupied • shade only • no public upstairs access                                                                             |
| <b>Commercial kitchen BOH</b>               | Accessory to restaurant                | Permitted                | 640 SF in hall west wing • Type I hood • grease on west service drive • separated from retail • <b>canal buffer = landscape only</b> (§15)       |
| <b>Private events / DJ inside hall</b>      | Accessory to restaurant                | Permitted as accessory   | Not seeking nightclub SPU • amplified use controlled per parish noise rules                                                                      |

## Uses we are NOT seeking (avoid conditional / high-risk paths)

| Not proposed                                 | Why avoided                                                                                                        |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Stand-alone bar / lounge (alcohol-primary)   | Stricter §33-3.53.4.5 standards · soundproofing · permit revocation risk · underwrite as restaurant                |
| Temporary / touring containers               | Prohibited §40-447(k) — permanent piers, welds, CO only                                                            |
| Parking in flag-lot neck                     | §40-444(b)(1) · 20' front yard · neck = boulevard + monument only                                                  |
| Single-lane neck in/out (street queue)       | Enter/exit conflict on Manhattan · rejected — split mouth + on-site queue per circulation lock                     |
| Raw corrugated to Manhattan                  | §40-447(h) · slat + glass storefront finish required on street/court faces                                         |
| Public occupancy upstairs                    | Upper modules = shade portico · ground floor only · no elevator Day 1                                              |
| Outdoor alcohol-only activity in parking lot | Jefferson requires special permits for parking-lot outdoor activity · court is accessory patio on master site plan |

## Key MU-CD design & structure citations

| Code                 | Requirement                                  | Mirage compliance                                                                                                                                    |
|----------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>§40-442</b>       | MU-CD unified mixed-use site plan            | Level 1 review before build · all uses on one recorded plan                                                                                          |
| <b>§40-447(j)</b>    | Commercial module ≥500 SF                    | 2×40' parallel = 640 SF per retail suite · permitted module size                                                                                     |
| <b>§40-447(k)</b>    | No temporary containers                      | PE piers · welded stacks · permanent MEP · CO                                                                                                        |
| <b>§40-447(h)</b>    | Metal building faces finished                | <b>Required on permit drawings</b> — slat + glass / architectural finish on Manhattan front · court faces · 5' side bands — not raw corrugated at CO |
| <b>§40-445(b)</b>    | No backing into ROW · sight triangles        | Split enter/exit mouth · forward-out east lane · §40-665 sight at split · civil C-1.0 circulation plan                                               |
| <b>§40-447(b)</b>    | Hard all-weather paving · ped/veh separation | Engineered parking surface · civil PE letter · planted strips · <b>west bank edge</b> neck walk                                                      |
| <b>§40-444(b)(1)</b> | 20' front yard · no parking in neck          | Parking in bowl only · Manhattan mouth = entry landscape                                                                                             |
| <b>§40-662</b>       | Off-street parking ratios                    | Restaurant 1/150 SF · retail 1/200 SF · shared parking §40-664 · stall count on civil plan                                                           |
| <b>§40-662(j)</b>    | All-weather parking surface                  | Civil PE stamps compliant surface · Engineering reviews at site plan                                                                                 |

## Permit path — same as any new commercial building

| Authority                 | Permit / review         | What we submit                                                        |
|---------------------------|-------------------------|-----------------------------------------------------------------------|
| <b>Jefferson Planning</b> | MU-CD Level 1 site plan | All uses · parking · circulation · finished elevations per §40-447(h) |

|                                   |                                 |                                                                                           |
|-----------------------------------|---------------------------------|-------------------------------------------------------------------------------------------|
| <b>Jefferson Building Permits</b> | Building permit · change in use | AOR-supervised plan set · connected building · hood · grease · RR · foundation details    |
| <b>Jefferson Engineering</b>      | Site plan · parking · drainage  | Survey · civil PE drainage · all-weather parking design                                   |
| <b>Jefferson Health</b>           | Food service plan + final       | Kitchen layout · grease · hand-wash · RR · equipment schedule before open                 |
| <b>LA State Fire Marshal</b>      | Plan review + CO                | A-2 life-safety · egress · em lighting · fire alarm · posted OL · sprinkler determination |
| <b>JPSO + ATC</b>                 | Alcohol permits                 | Restaurant-class · local first · 300' distance verified on survey                         |
| <b>Structural PE + AOR</b>        | Stamped construction documents  | Pier schedule · stack connections · wind · egress · OL · §40-447(h) elevations            |

**Written pre-app before land close.** Do not order containers or pier pours until Jefferson Planning + Building + Fire Marshal confirm: (1) MU-CD mixed restaurant/retail site plan, (2) connected modular building on engineered piers, (3) §40-447(h) finish on metal faces, (4) shared RR fixture count, (5) posted OL and sprinkler scope, (6) accessory bar + court patio on one restaurant CO, (7) parking surface accepted, and (8) alcohol 300' sensitive-use map clear.

## 12-question pre-app due diligence attachment

**Submit posture:** we are not asking Jefferson to design the project. We have completed preliminary owner due diligence and are asking staff to confirm, correct, or redirect each interpretation before final CDs, container order, or pier foundations.

| # | Question                  | Preliminary answer                                                                             | Backup                                       |
|---|---------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------|
| 1 | MU-CD mixed-use site plan | Restaurant + accessory bar/court + 8 retail shells on one Level 1 MU-CD site plan.             | Program lock · survey layout                 |
| 2 | Retail shell size         | Six 960 SF shells and two 640 SF shells exceed the 500 SF commercial module target.            | Program lock · permanent structure checklist |
| 3 | Permanent modular status  | Permanent connected commercial construction on PE foundations, not temporary containers.       | Container law checklist                      |
| 4 | Building permit path      | Preferred path is one AOR-supervised commercial permit for the connected assembly.             | AOR/PE handoff · container checklist         |
| 5 | Appearance treatment      | Commercial storefront, impact glazing, slat bands, and architectural finishes on public faces. | Appearance rules · §40-447(h)                |
| 6 | Build envelope            | Occupied work stays in Zone X bowl; neck/canal/east pole bands remain passive or no-build.     | Survey baseline · flood/wetlands check       |
| 7 | Parking count             | Submit 68 stalls at CO: 32 restaurant + 36 retail. 75 is PE alternate only.                    | Parking code worksheet · 68 striping concept |
| 8 | Parking flow              | West/bank entry, one-way bowl loop, east/IHOP return exit, no neck stalls.                     | Parking striping · good neighbor plan        |



|    |                            |                                                                                              |                                               |
|----|----------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------|
| 9  | Surface/drainage           | PE-approved all-weather surface; engineered gravel only if Engineering accepts it.           | Parking worksheet · Civil PE drainage/surface |
| 10 | Shared restrooms           | Retail shells use shared public restroom banks if Health/Planning approve accessible paths.  | Restroom/parking code lock                    |
| 11 | Kitchen/grease             | Kitchen and grease stay west in Zone X; no grease work at canal or south neck.               | Program lock · flood/wetlands check           |
| 12 | Alcohol / detention screen | Known adult/juvenile detention facilities appear outside 300'; final proof by ALTA/JPSO map. | 12-question backup sheet · ALTA pending       |

**Send-ready attachment:** [PRE-APP-12-QUESTIONS-WITH-BACKUP.md](#) · summary sheet: [12-PRELIMINARY-ANSWERS.md](#).

### Jefferson ordinance text — what the plan set must show (§40-447)

Parish site-plan compliance tables quote these subsections verbatim. The submission matches them directly — not by argument.

| Code                           | Ordinance language (Jefferson MU-CD §40-447)                                                                                                                                                                                                                               | Plan set shows                                                                                                                                                |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>§40-447(j)</b>              | “Any structure ... having a gross floor area of <b>less than five hundred (500) square feet</b> , is <b>prohibited</b> for use as a commercial structure or for a commercial purpose” except construction temp or support to principal building.                           | Every occupied commercial module ≥500 SF · retail = 2×40' (640 SF) · no 320 SF standalone shops on plan                                                       |
| <b>§40-447(k)</b>              | “ <b>Temporary structures or trailers shall not be permitted</b> in the MUCD except” parade-route seasonal use ≤90 days or special outdoor sales tied to principal use with extra parking.                                                                                 | <b>Permanent building permit path</b> — engineered foundations · welded stacks · fixed utilities · CO · not blocks-on-gravel storage                          |
| <b>§40-447(h)</b>              | “Any building consisting of a <b>metal exterior</b> shall be designed ... such that the <b>front building face</b> ... and at least <b>five (5) feet</b> of the adjoining side walls are finished with wood, brick, stucco, ... <b>glass or other similar materials.</b> ” | Slat + glass storefronts on Manhattan + court faces · architectural elevation sheets · <b>installed before CO</b> on guest-visible metal — not raw corrugated |
| <b>§40-447(b)</b>              | “All areas subject to vehicular traffic ... shall be <b>paved with hard, all-weather material</b> ” · pedestrian and vehicular traffic separated with landscaped space.                                                                                                    | Civil PE parking section · planted neck strips · engineered surface parish accepts                                                                            |
| <b>Ch. 40 · PSU def.</b>       | Portable storage unit = “no <b>permanent foundation</b> ” · includes shipping containers used temporarily.                                                                                                                                                                 | PE pier footings + embed plates on foundation inspection card · recorded as real-property improvement                                                         |
| <b>Commercial permit rules</b> | New building / change in use: LA registered AOR/PE plans with supervision statement · plot plan · parking · site plan · foundation inspection.                                                                                                                             | One connected commercial building on permit · structural PE + AOR of record · not a string of temp box permits                                                |

**Foundations:** Louisiana State Uniform Construction Code (2021 IBC Ch. 18) requires commercial buildings on engineered foundations. Mirage submits a **PE-stamped pier**

**schedule** — footings sized for coastal fill · one cap per stack · welded lower modules ·  
wind/uplift calcs — the same foundation path Jefferson approves for prefab metal buildings,  
PEMB, and modular commercial construction on MU-CD sites.

## [[TOC:6]]6 • Whitman reference • Mirage adaptation

**The Whitman** — signature restaurant at [Bal Harbour Shops Access](#) (~28–30× 40’ containers · ~17,000 SF tour). Mirage copies *bones* (B/W boxes · black furniture · court beyond glass), not the touring pop-up model.

| Whitman                                     | Mirage Great Hall                                                                       |
|---------------------------------------------|-----------------------------------------------------------------------------------------|
| Dining in center court                      | Dining at parking front door · court = backdrop through north glass                     |
| ~150 seats · bar · lounge                   | ~120–180 seats · bar · TVs · posted OL per Fire Marshal                                 |
| White boxes · black trim · palms only green | Same + Mirage gold monument at parking                                                  |
| Uppers = shade · no guests upstairs         | Same · 6–8 uppers = portico only                                                        |
| Kitchen in pop-up footprint                 | Kitchen in hall west wing · 640 SF · grease on west service drive · canal = buffer only |

### Great Hall finish (Day 1 • code + shell budget)

- \$40-447(h): slat + glass / architectural finish on Manhattan front · court faces · 5’ side bands — **on elevation sheets and installed for CO**
- 12× 40’ lowers: white interior · black base trim · roof over void (~\$14k post-frame in hard)
- Main bar first wall after parking walk · black round tables · string lights
- One ~20’ roll-up north · court glow · operable opening to accessory patio

## [[TOC:7]]7 • Container count • 32 boxes @ CO • full Bal Harbour Day 1 • in this raise

**Bal Harbour “2 bottom + overhang top” = 2×40’ parallel lowers (640 SF) + 1×40’ upper** over the 8’ promenade — not four boxes stacked vertically. See **\$4I** · **\$4K** Raleigh reference.

| Zone                                   | Boxes     | Guest sees on open night                              |
|----------------------------------------|-----------|-------------------------------------------------------|
| Great Hall 2-high (incl. kitchen west) | <b>18</b> | Full hall stack · covered perimeter · DJ inside       |
| 8 shop shells (2×40’ + 1 upper each)   | <b>36</b> | <b>Full covered promenade</b> — Bal Harbour walk loop |
| West prep/storage                      | <b>4</b>  | BOH · service to kitchen                              |
| <b>Total 40’ boxes · Loan 1</b>        | <b>32</b> | <b>\$116k containers · \$630k raise</b>               |

**Full Day 1 lock:** No deferred retail uppers · no interim canopy · PE headroom min **8’** under upper flange on promenade walk. Reference: [Bal Harbour Raleigh short](#).

**Do not shrink the boxes.** Containers look “cheap” on paper — that is exactly why Mirage works and why copycats need **several million** to replicate. The **58-box stack is not a VE line item**; it is the product:

- **Structure** — walls · roof edge · promenade shade · no stick-built truss bill
- **Architecture** — Bal Harbour white boxes · courtyard room · destination read from Manhattan
- **Economics** — ~\$116k purchase + ~\$17k set/weld/crane vs stick shell that eats the whole raise
- **Speed** — weather-tight stack in ~1–2 weeks on site once piers are in

**Where to VE instead (partner/GC list):** PICP glam · asphalt · monument bronze · tenant *finish* timing (6 LOIs Day 1, not 12) · parking expansion from NOI — **not** fewer containers · **not** the courtyard · **not** the covered promenade uppers · **not** the round bar north of patio.

**Quote risk:** \$2k/box is target used-ISO purchase · lock broker quote before order (rust · delivery · offload) · contingency covers +\$500–800/box if market tight — still cheaper than deleting a retail row and losing the district read.

## [[TOC:8]]8 · Restrooms · food code · fire · life safety · ADA

Jefferson approves restaurants when the full package is on the drawings: **Health plan review · Fire Marshal plan review · fixed restrooms · grease · hood · egress · em lighting · fire alarm**. Loan 1 funds the shell and rough systems to building CO. Loan 2 funds operating kitchen equipment for Health final. We do not skip steps parish inspectors expect.

### Restrooms — shared public facility on site plan

| Item                        | What parish expects                                                                                                                                                        | Loan 1            |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>Public restrooms</b>     | 1× <b>dedicated 40' RR module</b> (or hall annex) · fixed water/sewer · water heater · ADA-compliant stalls · serves restaurant guests + promenade shoppers                | Phase 4 · \$9,000 |
| <b>Fixture count</b>        | <b>AOR calculates</b> per IBC Ch. 29 from posted occupant load — restaurant A-2 + retail customer load · typically <b>8–12 fixtures</b> at this program size · not a guess | AOR in soft \$8k  |
| <b>Retail suites</b>        | No kitchens · no grease · guests directed to <b>shared district RR</b> on accessible path — standard shopping-center model on one site plan                                | —                 |
| <b>Kitchen / BOH</b>        | Hand-washing sink · 3-comp sink · mop sink · floor drains — Health plan review before rough                                                                                | Phase 5 plumbing  |
| <b>ADA</b>                  | Accessible route parking → neck → hall → RR · compliant stalls · grab bars · signage · no upstairs public restrooms                                                        | In RR/egress line |
| <b>Not permitted for CO</b> | Porta-potties · temporary restroom trailers · opening without Health RR sign-off                                                                                           | —                 |

### Food code — Jefferson Health

| Requirement                | Spec                                                                     | Loan   | \$          |
|----------------------------|--------------------------------------------------------------------------|--------|-------------|
| <b>Type I hood + Ansul</b> | Commercial kitchen exhaust · hard duct · makeup air · listed suppression | Loan 1 | 21,000      |
| <b>Grease interceptor</b>  | In-ground · sized per Health · all kitchen waste routed through it       | Loan 1 | 6,500 + pit |

|                           |                                                                                                    |               |              |
|---------------------------|----------------------------------------------------------------------------------------------------|---------------|--------------|
| <b>Plumbing rough</b>     | Water · sewer · gas · floor drains · water heater                                                  | Loan 1        | 10,500       |
| <b>Health plan review</b> | Layout submitted with building permit · pre-open + final inspections                               | Loan 1 fee    | In soft \$2k |
| <b>Line equipment</b>     | Range · fryer · walk-in · dish · smallwares — installed and commissioned before food-service final | <b>Loan 2</b> | ~85,000      |

**Building CO and restaurant open are two gates.** CO requires permanent structure + rough MEP + RR + hood rough. **Health food-service final** requires Loan 2 equipment in place · hood balance · Ansul trip · walk-in holding temp.

### Fire & life safety — LA State Fire Marshal (A-2 restaurant)

Louisiana adopts **2021 IBC** with state amendments. Group A-2 restaurant triggers:

| Requirement                 | Code basis                                                                                                                                                                                                        | Mirage approach                                                                                                                                                                                          |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Posted occupant load</b> | AOR calc · Fire Marshal approves on plan                                                                                                                                                                          | Design dining fire area ~4,800 SF · AOR sets <b>posted OL on certificate</b> — target ≤299 enclosed if marshal accepts single-room layout under LA amended 903.2.1.2                                     |
| <b>Automatic sprinklers</b> | LA IBC 903.2.1.2; required if fire area >5,000 SF <b>or</b> OL ≥300 · LA exception for single multi-purpose room <12,000 SF has strict conditions (no shared exit with other occupancies · fire alarm if OL >300) | <b>Fire Marshal decides at plan review.</b> If sprinklers required → <b>not in Loan 1 budget</b> · Phase 2 / NOI (~\$100–150k) · do not promise investors “no sprinklers” until written marshal response |
| <b>Fire alarm</b>           | IBC 907 · LA amendments: manual system when assembly OL ≥300; required for multi-purpose room OL >300 under exception path                                                                                        | <b>Include fire alarm on AOR sheets</b> · rough in Loan 1 MEP · commission before CO                                                                                                                     |
| <b>Egress + exits</b>       | IBC Ch. 10 · two remote exits minimum · travel distance · exit width                                                                                                                                              | AOR life-safety plan · panic hardware · illuminated exit signs                                                                                                                                           |
| <b>Emergency lighting</b>   | IBC 1008 · NFPA 101                                                                                                                                                                                               | Battery backup on egress paths · hall · RR                                                                                                                                                               |
| <b>Hood suppression</b>     | IBC 904 · NFPA 96                                                                                                                                                                                                 | Ansul at Type I hood · trip test before Health final                                                                                                                                                     |
| <b>Fire Marshal CO</b>      | Parallel to building CO                                                                                                                                                                                           | Plan review fee in soft · final walk Week 12–14                                                                                                                                                          |

**Conservative underwriting:** Assume Fire Marshal plan review drives posted OL and sprinkler scope. AOR draws **defined fire areas** separating restaurant dining from retail if combined egress would trigger higher assembly thresholds. Court seating stays **accessory outdoor dining** on site plan — not a second enclosed assembly room.

### Capacity — operations vs posted OL

| Measure                   | Spec                                                                                 |
|---------------------------|--------------------------------------------------------------------------------------|
| <b>Posted enclosed OL</b> | Set by AOR + Fire Marshal on CO certificate — design target ≤299 in dining fire area |

|                                   |                                                                             |
|-----------------------------------|-----------------------------------------------------------------------------|
| <b>Indoor seated (operations)</b> | ~120–180 seats within posted load                                           |
| <b>Court + promenade</b>          | Accessory outdoor dining / retail — not added to enclosed OL on certificate |
| <b>Permanent structure</b>        | PE piers · welded stacks · §40-447(h) finish · fixed RR · CO                |

### Loan 1 vs Loan 2 — code deliverables

| Deliverable                                          | Loan 1 · \$630k         | Loan 2 · ~\$170k                  |
|------------------------------------------------------|-------------------------|-----------------------------------|
| PE pier foundations · structural weld                | ✓                       | —                                 |
| §40-447(h) exterior finish (metal faces)             | ✓ on drawings + install | —                                 |
| RR module · code fixture count · ADA                 | ✓                       | —                                 |
| Grease · hood rough · Ansul · plumbing rough         | ✓                       | —                                 |
| Egress · em lighting · exit signs · fire alarm rough | ✓                       | —                                 |
| Building CO + Fire Marshal sign-off (shell)          | ✓                       | —                                 |
| Kitchen operating equipment                          | —                       | ✓                                 |
| Health food-service final · grand open               | —                       | ✓                                 |
| Automatic sprinklers (if required)                   | —                       | Phase 2 / NOI if marshal requires |

### 8A · ADA requirements — full checklist (2021 IBC + LA · AOR verifies)

| # | Requirement                             | Code / standard       | Mirage @ 1705                                                                                           |
|---|-----------------------------------------|-----------------------|---------------------------------------------------------------------------------------------------------|
| 1 | <b>Accessible route</b> site → building | IBC 1104 · ICC A117.1 | Parking ADA stall(s) → <b>west bank ped walk</b> neck → bowl → hall · no stairs · no upper floor public |
| 2 | <b>Route width</b>                      | A117.1                | <b>36" min</b> clear · 60" passing intervals on promenade                                               |
| 3 | <b>Cross slope / running slope</b>      | A117.1 · site grading | Civil PE grades bowl · max slopes on accessible path · no ponding on route                              |
| 4 | <b>Curb ramps</b> (if curbs present)    | A117.1                | Manhattan terrace · split mouth · detectable warnings · tie to ped walk                                 |
| 5 | <b>Accessible parking</b>               | §40-662 + IBC 1106    | <b>Van + standard</b> stalls on shortest path to hall entry · signage · striping on civil plan          |
| 6 | <b>Public restrooms</b>                 | IBC Ch. 29 · A117.1   | <b>1× RR module</b> · min one ADA lav · one ADA water closet · grab bars · 60" turn                     |
| 7 | <b>Fixture count</b>                    | IBC Table 2902.1      | AOR calc from posted OL + retail customer load · typically <b>8–12 fixtures</b> district-wide           |
| 8 | <b>Doors / hardware</b>                 | A117.1                | 32" clear min · lever handles · closer forces · RR + hall entries                                       |

|    |                                |                        |                                                                                  |
|----|--------------------------------|------------------------|----------------------------------------------------------------------------------|
| 9  | <b>Reach ranges / counters</b> | A117.1                 | Bar POS one accessible position · retail counters if required by tenant buildout |
| 10 | <b>Signage</b>                 | A117.1 · ADA Title III | RR tactile signs · accessible parking signs · exit signs illuminated             |
| 11 | <b>No upstairs public</b>      | Program lock           | Upper containers = shade only · <b>no elevator Day 1</b> · no public OL upstairs |
| 12 | <b>Shared RR model</b>         | Health + AOR           | Retail suites use <b>district RR</b> on accessible path — not porta-potties      |

## 8B · Fire & life safety — full requirements list (LA State Fire Marshal · 2021 IBC)

| #  | Requirement                          | Code basis               | Mirage approach · Loan 1                                                                           |
|----|--------------------------------------|--------------------------|----------------------------------------------------------------------------------------------------|
| 1  | <b>Construction type / fire area</b> | IBC Ch. 6–7              | Connected container building · AOR defines <b>Fire Area 1</b> = Great Hall enclosed void · FS1.1   |
| 2  | <b>Occupancy classification</b>      | IBC Ch. 3                | <b>Group A-2</b> restaurant + accessory bar · C-2 retail suites · court = accessory outdoor dining |
| 3  | <b>Posted occupant load</b>          | IBC 1004 · marshal cert  | AOR calc · design target <b>≤299 enclosed</b> · marshal sets on CO                                 |
| 4  | <b>Means of egress</b>               | IBC Ch. 10               | <b>Min 2 remote exits</b> hall → parking + court · travel distance · exit width · door swing       |
| 5  | <b>Exit signs</b>                    | IBC 1013                 | Illuminated · egress path hall · RR · promenade to exits                                           |
| 6  | <b>Emergency lighting</b>            | IBC 1008 · NFPA 101      | Battery backup <b>90 min</b> on egress paths · hall · RR                                           |
| 7  | <b>Fire alarm system</b>             | IBC 907 · LA amendments  | Manual pull · horn/strobe if OL thresholds met · <b>rough in Loan 1</b>                            |
| 8  | <b>Automatic sprinklers</b>          | IBC 903.2.1.2 LA amended | <b>Marshal decides</b> — if required ~\$100–150k · not in Loan 1 unless written OK                 |
| 9  | <b>Commercial kitchen hood</b>       | IBC 904 · NFPA 96        | Type I hood · hard duct · <b>Ansul</b> · makeup air interlock · sub rough Loan 1                   |
| 10 | <b>Grease duct / penetration</b>     | NFPA 96                  | Rated shaft through void roof · access panels · cleanout                                           |
| 11 | <b>Fire apparatus access</b>         | IBC 503 · parish         | <b>20' neck fire lane</b> · bowl loop · A2.1 · no parking in neck                                  |
| 12 | <b>Interior finish</b>               | IBC 803                  | Wall/ceiling classes in hall · kitchen · RR per AOR schedule                                       |
| 13 | <b>Fire Marshal plan review</b>      | LA OSFM                  | Submit FS1.1 with building set · fee in soft \$2k · final CO walk                                  |
| 14 | <b>Accessory court seating</b>       | Site plan + marshal      | <b>Not second enclosed OL</b> · outdoor tables · palm court · LO.1 Zone C                          |
| 15 | <b>Container / metal building</b>    | \$40-447(h) · parish     | Slat+glass finish on metal faces · not raw corrugated at CO                                        |

## [[TOC:9]]9 • Capital • two loans — real estate \$630k + equipment ~\$170k

**Yes — “Stack 2” = the second loan for equipment.** It is **NOT wrapped in the real estate loan**. Investors fund **Loan 1 only** (\$630k land + shell). The operator obtains **Loan 2 separately** (~\$170k) for kitchen line • walk-in • bar • tables • TVs • furnishings • pre-open — typically equipment financing or SBA • secured by equip • not by the parcel mortgage.

### Loan 1 vs Loan 2 — at a glance

|                                        | Loan 1 • Real estate                                                          | Loan 2 • Equipment                                                          |
|----------------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <b>Amount</b>                          | <b>\$630,000</b>                                                              | <b>~\$170,000</b>                                                           |
| <b>What it buys</b>                    | Land • permits • shell to CO (boxes • roof • hood rough • MEP rough • gravel) | Kitchen equip • bar • furniture • TVs • sound • smallwares • pre-open float |
| <b>This investor raise?</b>            | <b>✓ Yes</b>                                                                  | <b>✗ No — separate loan</b>                                                 |
| <b>In the mortgage / \$4,704 note?</b> | <b>✓ Yes</b>                                                                  | <b>✗ Not included</b>                                                       |
| <b>Typical lender</b>                  | Commercial RE • SBA 504 • equity partners                                     | Equipment lender • Crest/Aletheon-type • operator credit                    |
| <b>Who pays it</b>                     | <b>Tenant rent</b> (covers note first)                                        | <b>F&amp;B operations</b> (pure profit layer)                               |
| <b>When it closes</b>                  | Land close → construction draw                                                | After shell CO • before health final / grand open                           |

### 9A • Partner buildout sheet — every dollar • where • why (cut & dry)

**Read this if numbers are confusing.** **Loan 1 (\$630k)** = land + paper + dirt + 32 boxes @ CO + weld + hood/MEP **rough** + gravel + **building CO**. **Loan 2 (~\$170k)** = kitchen equipment + bar + tables + food — **after CO • not in the mortgage**. Full 47-line schedule: [REV H budget link](#).

### Zone key — WHERE on PLS #8387

| Zone               | On site                       | Build?          | What                                                     |
|--------------------|-------------------------------|-----------------|----------------------------------------------------------|
| <b>N • Neck</b>    | South strip • Manhattan mouth | <b>No boxes</b> | PICP drive • monument • palms • AE/wetland • no parking  |
| <b>P • Parking</b> | Bowl south                    | Surface         | 68 PE-approved stalls • one-way loop • visible from neck |
| <b>H • Hall</b>    | Bowl mouth center             | <b>10 boxes</b> | Great Hall void • kitchen west 2×40' • bar • DJ inside   |
| <b>C • Court</b>   | Bowl center-north             | Landscape       | Palm court • fountain • accessory outdoor dining         |



|                         |                |                  |                                                  |
|-------------------------|----------------|------------------|--------------------------------------------------|
| <b>T1–T12</b>           | Promenade E+W  | 22 retail lowers | 8 shop × 640 SF · uppers = covered walk Day 1    |
| <b>W · West service</b> | Bowl west edge | 4 boxes + grease | Prep · dumpster · grease pit · trucks only       |
| <b>E · East</b>         | IHOP / poles   | No pads          | Hedge · exit lane · IHOP silent lock             |
| <b>N-1 · Canal</b>      | North rear     | No build         | 50' buffer · grass only · no kitchen · no grease |

### Master line items — land clear → permits → build → CO → equip

| #                                                  | Wk  | \$      | Item                                   | WHERE                                | WHY                                                           | From |
|----------------------------------------------------|-----|---------|----------------------------------------|--------------------------------------|---------------------------------------------------------------|------|
| <b>PAPER &amp; LAND</b>                            |     |         |                                        |                                      |                                                               |      |
| 1                                                  | 1   | 0       | Jefferson pre-app                      | Parish                               | Written OK before spend · MU-CD · 32 boxes @ CO · split mouth | —    |
| 2                                                  | 1–3 | 397,500 | Land purchase                          | Full PLS #8387                       | Flag lot asset · mortgage collateral                          | L1   |
| 3                                                  | 3   | 2,500   | Title · recording · ALTA order         | Records                              | Bank easement west · poles east · canal north                 | L1   |
| 4                                                  | 1   | 3,000   | Survey update                          | Neck + bowl stake                    | Every pier on recorded lines                                  | L1   |
| 5                                                  | 1   | 0       | 811 locate · 300' alcohol walk         | Neck/bowl/east                       | No trench surprise · JPSO map                                 | —    |
| <b>DESIGN &amp; PERMITS · soft \$28,000</b>        |     |         |                                        |                                      |                                                               |      |
| 6                                                  | 2–4 | 7,000   | Civil / drainage PE                    | Zone P + bowl                        | Gravel parking PE letter \$40-662(j)                          | L1   |
| 7                                                  | 2–6 | 8,000   | MU-CD Level 1 site plan + fee          | One unified plan                     | Restaurant + retail + parking on one submit                   | L1   |
| 8                                                  | 3–6 | 8,000   | AOR · egress · OL · fire areas         | H · T1–12 · RR                       | Building + Fire Marshal review                                | L1   |
| 9                                                  | 4–6 | 2,000   | Permit fees (building · health · fire) | Jefferson                            | Legal to break ground                                         | L1   |
| 10                                                 | 1   | 0       | Entergy 200A application               | West bowl                            | <b>6–12 wk utility clock</b> — file Week 1                    | —    |
| <b>SITE CLEAR &amp; GRADE · Phase 2 · \$18,000</b> |     |         |                                        |                                      |                                                               |      |
| 11                                                 | 6   | 4,500   | Clear · grub · haul                    | Zone P + H · <b>not neck wetland</b> | Clean bowl pad · no AE fill in neck                           | L1   |
| 12                                                 | 6   | 4,000   | Rough grade · drainage                 | Zone P fall away from hall           | All-weather parking · no ponding                              | L1   |
| 13                                                 | 6–7 | 6,000   | Erosion · temp power · dumpster        | Perimeter + west laydown W           | Crane week + construction                                     | L1   |

|                                                  |                   |        |                                         |                            |                                                                  |    |
|--------------------------------------------------|-------------------|--------|-----------------------------------------|----------------------------|------------------------------------------------------------------|----|
| 14                                               | 7                 | 3,500  | Parking + court base                    | Zone P south + Zone C      | 68-stall PE-approved surface coordination · court hardscape base | L1 |
| <b>CONTAINERS · Phase 3 · \$116,000</b>          |                   |        |                                         |                            |                                                                  |    |
| 15                                               | 3 order / 7-8 set | 36,000 | Hall 10 boxes                           | Zone H · bowl mouth        | 12 LO + 6 UP · kitchen west · A-2 void                           | L1 |
| 16                                               | 7-8               | 72,000 | Retail 22 retail lowers                 | T1-T12 promenade           | 24 LO + 12 UP · full Bal Harbour walk Day 1                      | L1 |
| 17                                               | 7-8               | 8,000  | West prep 4 boxes                       | Zone W                     | BOH storage · not at canal                                       | L1 |
| <b>PIERS · STACK · HALL · Phase 4 · \$75,000</b> |                   |        |                                         |                            |                                                                  |    |
| 18                                               | 6-7               | 7,500  | Pier pads · embed · grease pit dig      | H clusters · W grease      | \$40-447(k) permanent · not blocks                               | L1 |
| 19                                               | 7-8               | 7,000  | Crane 2-3 days                          | Mouth + bowl laydown W     | Set 32 boxes @ CO · flag lot access                              | L1 |
| 20                                               | 7-8               | 10,500 | Level · weld · tie (owner crew)         | H + T + W                  | One connected building · welder logs                             | L1 |
| 21                                               | 8                 | 8,500  | Void roof post-frame                    | Hall void                  | Weather-tight dining · not mega truss                            | L1 |
| 22                                               | 9-11              | 21,000 | Type I hood · Ansul · duct (sub)        | Hall kitchen W             | Health + NFPA 96 · commercial kitchen                            | L1 |
| 23                                               | 10-12             | 4,000  | Hall insulate · paint · fans            | Zone H                     | Enclosed shell finish                                            | L1 |
| 24                                               | 11                | 7,500  | Roll-up north to court                  | H south → Zone C           | Indoor/outdoor dining connection                                 | L1 |
| 25                                               | 11-12             | 9,000  | RR · ADA · egress · em light · FA rough | RR module · path from P    | IBC + Health · shared public RR                                  | L1 |
| <b>MEP ROUGH · Phase 5 · \$38,000</b>            |                   |        |                                         |                            |                                                                  |    |
| 26                                               | 8-10              | 13,000 | 200A service · panels (sub sign-off)    | West bowl                  | Assembly + hood load · Entergy coord                             | L1 |
| 27                                               | 9-12              | 8,000  | Conduit · wire · devices                | H · W · RR                 | Electrical rough inspection                                      | L1 |
| 28                                               | 9-11              | 10,500 | Water · sewer lateral · gas             | Manhattan servitude → bowl | Long flag-lot run · licensed plumber                             | L1 |
| 29                                               | 9                 | 6,500  | Grease interceptor install              | Zone W service drive       | All kitchen waste · <b>not canal</b>                             | L1 |
| 30                                               | 11-12             | 6,000  | Mini-splits rough                       | H + W                      | HVAC occupied areas                                              | L1 |
| <b>RETAIL SHELLS · Phase 6 · \$14,000</b>        |                   |        |                                         |                            |                                                                  |    |

|                                                      |       |         |                                      |                   |                                                      |           |
|------------------------------------------------------|-------|---------|--------------------------------------|-------------------|------------------------------------------------------|-----------|
| 31                                                   | 10–12 | 8,000   | 12 storefronts · doors               | T1–T12 court face | Tenant shells · 640 SF each \$40-447(j)              | L1        |
| 32                                                   | 11–14 | 6,000   | Retail weld · level labor            | T lowers + uppers | Full promenade shade Day 1                           | L1        |
| <b>CO &amp; OPEN PREP · Phase 7 · \$18,000</b>       |       |         |                                      |                   |                                                      |           |
| 33                                                   | 12–14 | 4,000   | Neck monument prep · entry band      | Zone M + N mouth  | Minimal street face · not full \$110k PICP           | L1        |
| 34                                                   | 12–14 | 2,000   | Fire · health · building finals + CO | Whole site        | <b>Loan 1 ENDS HERE</b>                              | L1        |
| 35                                                   | 10    | 500     | JPSO alcohol application             | —                 | ~45-day lead · file early                            | L1        |
| 36                                                   | 14–16 | 3,500   | Punch · signage · soft-open prep     | —                 | Guest-ready ops                                      | L1        |
| 37                                                   | —     | 8,000   | Contingency 8% hard                  | —                 | Crane day 2 · parish slow · bid overrun              | L1        |
| <b>LOAN 2 · AFTER CO · ~\$170,000 · NOT IN RAISE</b> |       |         |                                      |                   |                                                      |           |
| 38                                                   | 14–16 | ~85,000 | Kitchen equipment                    | Hall kitchen W    | Range · fryer · walk-in · dish · Health <b>final</b> | <b>L2</b> |
| 39                                                   | 14–16 | ~55,000 | Bar + hall FF&E + court round bar    | H + Court C       | Taps · tables · 4 hall TVs · round bar · POS         | <b>L2</b> |
| 40                                                   | 14–16 | ~50,000 | Pre-open · inventory · marketing     | —                 | Staff · first food · float                           | <b>L2</b> |

**Roll-up:** L1 land \$400k + soft \$28k + hard \$202k = **\$630,000** · L2 ~\$170k = **~\$800,000** all-in.

### Week calendar (physical sequence)

| Week | ~Spend         | What happens on site                                         | Gate                   |
|------|----------------|--------------------------------------------------------------|------------------------|
| 1    | \$0 + apps     | Pre-app · 811 · Entergy file · alcohol walk map              | Parish written answers |
| 2–3  | <b>~\$400k</b> | <b>Land close</b> · survey stake · civil PE starts           | Title clear            |
| 3    | order          | Lock 58× container quote · <b>don't pay until pre-app OK</b> | Site plan path clear   |
| 4–6  | ~\$30k         | AOR · MU-CD · building permit in hand                        | Legal to build         |
| 6–7  | ~\$18k         | Clear bowl · grade · gravel · grease pit dig · piers         | Pad ready              |
| 7–8  | ~\$123k        | 32 boxes @ CO deliver · crane · stack · weld                 | Weather-tight stack    |
| 8–12 | ~\$113k        | Roof · hood · MEP rough · RR · retail shells                 | Rough inspections      |
| 10   | \$500          | JPSO alcohol file                                            | 45-day clock starts    |

|       |                    |                                                          |                    |
|-------|--------------------|----------------------------------------------------------|--------------------|
| 12–14 | ~\$6.5k            | Finals · <b>CO issued</b>                                | <b>Loan 1 done</b> |
| 14–16 | ~ <b>\$170k L2</b> | Kitchen equip · bar · furnish · health final · soft open | <b>Grand open</b>  |

## NOT in Loan 1 — do not assume funded

| Item                                       | Est. \$     | Why not in \$630k                            |
|--------------------------------------------|-------------|----------------------------------------------|
| Kitchen line · fryers · walk-in            | ~85,000     | Loan 2 · Health final after CO               |
| Bar · tables · TVs · décor                 | ~65,000     | Loan 2 · operator FF&E                       |
| Automatic sprinklers (if marshal requires) | 100–150,000 | Not budgeted · Fire Marshal decides          |
| Full 75' PICP neck + portal glam           | 110–180,000 | Loan 1 has \$4k prep only · NOI later        |
| Asphalt vs gravel parking                  | 40,000+     | NOI Phase 1B                                 |
| 400A upgrade (if load calc requires)       | 25–40,000   | Entergy · not in budget                      |
| Realistic PE gravel 100–120 stalls         | 25–45,000   | \$9 line \$3.5k is tight · cut stalls or NOI |

**One line for partner: \$630k** = land + permits + 32 welded boxes + hood/MEP **rough** + gravel + **CO** on PLS #8387 · then ~**\$170k separate** buys kitchen + furniture to serve food.

## 9B · Utility pulls · permit pulls · inspections (every gate)

**Partner note:** Loan 1 pays utility pulls and rough work below. Loan 2 pays equipment for health final after CO. All work at **1705 Manhattan · PLS #8387 only**.

### Utility pulls — file Week 1 · coordinate before crane

| Pull                               | Who                          | WHERE tap lands                                            | Lead time            | Gate before next step                                   | From     |
|------------------------------------|------------------------------|------------------------------------------------------------|----------------------|---------------------------------------------------------|----------|
| <b>Entergy 200A commercial</b>     | Entergy + licensed elec      | West bowl · Zone W service · meter on west edge            | <b>6–12 wks</b>      | Temp pole Week 6 · permanent meter before hood energize | L1 rough |
| <b>Water tap · 2" min</b>          | Jefferson Water + plumber    | Manhattan servitude S → long run to hall W + RR            | 2–4 wks after permit | Pressure test before kitchen rough                      | L1 MEP   |
| <b>Sewer lateral</b>               | Jefferson Sewerage + plumber | Same servitude · gravity to parish main · <b>not canal</b> | 2–4 wks              | Camera + pressure before cover                          | L1 MEP   |
| <b>Natural gas · 2" commercial</b> | Atmos + plumber              | West approach · manifold at hall kitchen W                 | 3–6 wks              | Leak test before hood line tie-in                       | L1 MEP   |
| <b>Grease interceptor</b>          | Plumber + Health             | Zone W service drive · in-ground · kitchen waste only      | Install Wk 9         | Health rough before cover                               | L1       |

|                   |             |                                           |          |                             |   |
|-------------------|-------------|-------------------------------------------|----------|-----------------------------|---|
| <b>811 locate</b> | LA One Call | Neck + bowl + east band before any trench | 48–72 hr | Paint/stake before pier dig | — |
|-------------------|-------------|-------------------------------------------|----------|-----------------------------|---|

#### Permit pulls — Jefferson • sequential

| #  | Permit / review                | Submits | WHERE on plan                            | WHY                                   | Fee ~\$  | From   |
|----|--------------------------------|---------|------------------------------------------|---------------------------------------|----------|--------|
| P1 | Pre-app conference (written)   | Wk 1    | Full MU-CD · 32 boxes @ CO · split mouth | Parish OK before land hard spend      | 0        | —      |
| P2 | MU-CD Level 1 site plan        | Wk 2–6  | N · P · H · C · T · W · E · N-1 zones    | One unified mixed-use submit          | in \$8k  | L1     |
| P3 | Building permit · commercial   | Wk 4–6  | H + T stacks · RR module                 | Legal to dig piers · set boxes        | 1,200    | L1     |
| P4 | Health plan review · kitchen   | Wk 4–6  | Hall kitchen W · grease · RR             | Food service path · hood scope        | 400      | L1     |
| P5 | Fire Marshal plan review       | Wk 4–6  | H · OL · egress · alarm scope            | CO blocked without OSFM sign-off      | 400      | L1     |
| P6 | Structural PE letter (S1.1)    | Wk 2–6  | Zone X bowl piers only                   | \$40-447(k) permanent · no blocks     | in PE    | L1     |
| P7 | Civil / drainage PE letter     | Wk 2–4  | Zone P gravel · court drain              | \$40-662(j) all-weather parking Day 1 | in \$7k  | L1     |
| P8 | JPSO local alcohol             | Wk 10   | Hall bar · 300' walk on file             | Required before state ATC             | 500      | L1     |
| P9 | ATC state alcohol (after JPSO) | Wk 12+  | —                                        | Grand open bar · ~45-day clock        | operator | L2 ops |

#### Inspections — rough before close-in · finals before CO

| Wk    | Inspection               | WHERE                                    | Who signs            | Pass =                       |
|-------|--------------------------|------------------------------------------|----------------------|------------------------------|
| 6–7   | Foundation / pier        | H clusters · W grease pit · embed plates | Building + PE        | Crane can set boxes          |
| 7–8   | Container set / weld log | H + T1–T12 + W · photo log               | Building + PE        | Roof + MEP rough can start   |
| 9–10  | Electrical rough         | West panel · H · W · RR conduit          | Electrical inspector | Wire devices · hood circuits |
| 9–10  | Plumbing rough           | Water · sewer · gas · grease line        | Plumbing + Health    | Interceptor tied · no leaks  |
| 10–11 | Hood / suppression rough | Hall kitchen W · hard duct               | Health + Fire        | Ansul · duct · makeup air    |
| 11–12 | Fire alarm rough         | H · RR · egress paths                    | Fire Marshal         | Devices · panel · OL posted  |

|           |                                |                                               |              |                                |
|-----------|--------------------------------|-----------------------------------------------|--------------|--------------------------------|
| 11–<br>12 | RR / ADA                       | RR module · path from Zone P                  | Building     | Fixtures · grab bars · signage |
| 12–<br>13 | Electrical final               | Whole assembly load                           | Electrical   | Permanent power · exit lights  |
| 12–<br>13 | Plumbing final                 | Fixtures · floor drains · gas appliances stub | Plumbing     | Ready for equip (L2)           |
| 12–<br>13 | Building final                 | Whole site · egress · openings                | Building     | <b>CO application</b>          |
| 12–<br>13 | Fire final                     | H · alarm · egress · hood scope letter        | Fire Marshal | CO release                     |
| 14–<br>16 | Health final (equip installed) | Kitchen W · walk-in · line                    | Health       | <b>First plate · L2</b>        |

**Crane set order — 32 boxes @ CO · Day 1 full Bal Harbour (not phased 46)**

| Day                 | Order | Zone                                | Boxes | WHY this sequence                                                           |
|---------------------|-------|-------------------------------------|-------|-----------------------------------------------------------------------------|
| <b>Crane 1 · AM</b> | 1     | <b>W · West prep</b>                | 4     | Laydown + grease pit access · BOH before hall kitchen weld                  |
| Crane 1 · PM        | 2     | <b>H · Hall lowers west</b>         | 6     | Kitchen cluster west · void frame anchor                                    |
| Crane 2 · AM        | 3     | <b>H · Hall lowers east</b>         | 6     | Complete hall void footprint @ bowl mouth                                   |
| Crane 2 · PM        | 4     | <b>H · Hall uppers</b>              | 6     | Shade over void · weld to lowers before retail                              |
| Crane 3 · AM        | 5     | <b>T · Retail west arm T1–T6</b>    | 18    | Promenade west · court-facing storefronts                                   |
| Crane 3 · PM        | 6     | <b>T · Retail east arm T7–T12</b>   | 18    | Mirror west · full covered walk Day 1                                       |
| Crane 3 · end       | 7     | <b>T · Retail uppers all suites</b> | 12    | One upper per 640 SF suite · promenade shade complete                       |
| <b>Total</b>        |       | <b>32</b>                           |       | Full Bal Harbour Raleigh promenade · no deferred uppers · no interim canopy |

**Zones with zero boxes Day 1:** N · Neck (drive only) · E · IHOP band · N-1 · Canal buffer · ROW · servitude S.

## Loan 1 — Real estate • \$630,000 (this raise • shell + land only)

| Use                                                                   | \$             | %           |
|-----------------------------------------------------------------------|----------------|-------------|
| Land • 1705 Manhattan (close + title)                                 | 400,000        | 56.6%       |
| Hard • site → CO • 8 shops • Great Hall • <b>32 containers</b> @ \$2k | 279,000        | 39.5%       |
| Soft • survey • PE • site plan • AOR • permit fees                    | 28,000         | 4.0%        |
| <b>Loan 1 total (this raise)</b>                                      | <b>630,000</b> | <b>100%</b> |

**Not in Loan 1 / not in the real estate mortgage:** ranges • fryers • grills • walk-in compressors • bar taps • tables • chairs • TVs • décor • pre-open inventory — those are **Loan 2**. Also not in Loan 1: automatic sprinklers if Fire Marshal requires • asphalt • full PICP neck • palms beyond prep band. **\$40-447(h) finish must appear on approved drawings** — budget Phase 6 for openings; full slat+glass on all metal faces may need NOI if parish holds CO until complete.

## Site • piers • slab • parking — what Loan 1 includes

| Item                                             | In Loan 1? | Budget line                  | What you actually get                                                                                                            |
|--------------------------------------------------|------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Engineered pier pads + embed plates</b>       | ✓ Yes      | \$7,500                      | PE-designed caps per stack • welded to boxes • permanent foundation per §40-447(k) • not PSU/blocks                              |
| <b>Grease interceptor pit</b>                    | ✓ Yes      | In \$7,500 + MEP             | Dig/pour at <b>west service drive</b> inside Zone X bowl • interceptor install \$6,500 (Phase 5) • <b>not at canal</b>           |
| <b>Full monolithic slab</b> (whole bowl / court) | —          | —                            | <b>No</b> — not in \$630k • containers on piers • selective pours at kitchen/RR only                                             |
| <b>Kitchen / RR selective slab</b>               | ✓ Partial  | In pier + MEP lines          | Grease pit • BOH pads • RR module — not 4,800 SF hall floor pour                                                                 |
| <b>Gravel parking</b> (all-weather §40-662(j))   | ✓ Yes      | \$3,500 hard + \$7k civil PE | Engineered gravel + drainage design • <b>owner-GC budget line is tight</b> for 100–120 stalls — may phase stalls or add from NOI |
| <b>Court base / drain</b>                        | ✓ Yes      | In Phase 2 site \$18k        | Gravel/hardscape base north of hall • not charcoal concrete (NOI)                                                                |
| <b>Asphalt/PICP parking upgrade</b>              | —          | —                            | <b>Hold</b> — Loan 1 assumes PE-approved all-weather surface; asphalt/PICP add if Engineering rejects gravel+geo                 |
| <b>Neck / monument / palms</b>                   | ✓ Partial  | \$4,000 prep                 | Monument prep band only • PICP • palms • bronze = NOI                                                                            |

**Short answer:** Loan 1 includes **piers • grease pit • selective slab at BOH/RR • engineered gravel parking + court base** — not a full-site concrete slab and not asphalt. Hall dining floor = **graded gravel/compacted base inside container void** or minimal pad — not a \$100k+ pour.

## Loan 2 — Equipment · ~\$170,000 (second loan · NOT in real estate loan)

**Separate financing only.** Not part of the \$630k raise · not drawn on the construction/real estate mortgage · not in investor use-of-funds. Operator closes Loan 2 after shell CO — equipment lender · SBA small loan · or operator line. Debt service on Loan 2 comes from **F&B cash flow** — never mixed into “rent pays the note” (Loan 1).

| Category                                | \$                  | What                                                                                                                  |
|-----------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Commercial kitchen</b>               | ~85,000             | Used line · range · fryer · flat top · prep tables · walk-in compressors · hood finish · dish · smallwares            |
| <b>Bar + hall FF&amp;E</b>              | ~55,000             | Bar build-out · taps · ice · glassware · tables · chairs · lounge · <b>4 hall TVs</b> · POS · court zone speaker prep |
| <b>Court round bar + patio FF&amp;E</b> | in ~55k bar line    | <b>~16' round bar</b> · stools · bistro tables · strings · shade ring — <b>no outdoor LED</b>                         |
| <b>Pre-open</b>                         | ~35–40,000          | Staff hire/train · initial inventory · marketing launch · working capital float                                       |
| <b>Loan 2 total (separate)</b>          | <b>~175–190,000</b> | <b>NOT in real estate loan</b> · ~\$35–55k saved vs court LED plan                                                    |

**True cost to first plate:** Loan 1 + Loan 2 ≈ ~\$882–897,000. Investor story: **Loan 1 note** paid by rent · **Loan 2** paid by F&B · court = **round bar**, not a stadium screen.

## Loan 1 breakdown — by phase (real estate loan only)

| Line                                               | \$             | When / what                                 |
|----------------------------------------------------|----------------|---------------------------------------------|
| Land purchase · 1705 Manhattan Blvd                | 397,500        | Week 1–3 close                              |
| Title · recording · ALTA update                    | 2,500          | At close                                    |
| Boundary survey (PLS #8387 update)                 | 3,000          | Week 1 · neck + bowl staking                |
| Civil / drainage PE (gravel parking · court drain) | 7,000          | Week 2–4 · §40-662(j) all-weather           |
| MU-CD Level 1 site plan + parish fee               | 8,000          | Week 2–6 · all uses on one plan             |
| AOR · modules · egress · OL · fire areas           | 8,000          | Week 3–6 · life-safety set for Fire Marshal |
| Jefferson pre-app conference                       | 0              | Week 1 · written answers before spend       |
| <b>Phase 0 subtotal</b>                            | <b>426,000</b> | Land + design soft                          |

## Phase 1 — Permits · Weeks 3–6 · \$2,000

| Line                                  | \$             | When / what                           |
|---------------------------------------|----------------|---------------------------------------|
| Building permit fees (Jefferson)      | 1,200          | Week 4–6                              |
| Health dept plan review               | 400            | With kitchen path                     |
| Fire Marshal plan review              | 400            | A-2 restaurant · OL + sprinkler scope |
| <b>Phase 0 + 1 · pre-construction</b> | <b>428,000</b> | Ready to break ground                 |



## Phase 2 — Site · Weeks 6–7 · \$18,000

| Line                                       | \$            | When / what                |
|--------------------------------------------|---------------|----------------------------|
| Clearing · grub · haul-off (bowl + neck)   | 4,500         | Week 6 · owner crew        |
| Rough grade · bowl drainage fall           | 4,000         | Week 6 · dozer rent + crew |
| Erosion · silt fence · temp access         | 2,500         | Before rain                |
| Dumpster · temp power pole                 | 3,500         | Week 6–16                  |
| Gravel parking 100–120 stalls + court base | 3,500         | Week 7 · PE sign-off       |
| <b>Phase 2 subtotal</b>                    | <b>18,000</b> | Pad ready for piers        |

## Phase 3 — Containers · order Week 3 · set Week 7–8 · \$116,000

**58 × 40' @ \$2,000 delivered** — owner-locked yard price. Each retail suite = **2 × 40' parallel (640 SF) + 1 × 40' upper** per §40-447(j) · full Bal Harbour promenade **Day 1**.

| Zone                                            | Boxes     | \$             |
|-------------------------------------------------|-----------|----------------|
| Great Hall lowers + uppers (shade)              | 18        | 36,000         |
| 8 shop shells (2×40' lowers + 1×40' upper each) | 36        | 72,000         |
| Hall kitchen west + west prep/storage (Zone X)  | 4         | 8,000          |
| <b>Container purchase</b>                       | <b>32</b> | <b>116,000</b> |

## Phase 4 — Stack · structure · hall shell · Weeks 7–12 · \$75,000

| Line                                                   | \$            | When / what                                  |
|--------------------------------------------------------|---------------|----------------------------------------------|
| Engineered pier pads · embed plates · grease pit       | 7,500         | Week 6–7 · PE details                        |
| Crane rental (2–3 days · all zones)                    | 7,000         | Week 7–8 · Bal Harbour speed                 |
| Level · shim · weld · tie (owner crew)                 | 10,500        | Week 7–8 · §40-447(k) permanent              |
| Void roof post-frame · shade stubs                     | 8,500         | Week 8 · post-frame roof                     |
| Type I hood · Ansul · exhaust duct ( <b>sub</b> )      | 21,000        | Week 9–11 · code required                    |
| Hall/BOH insulate · liner · paint · fans               | 4,000         | Week 10–12                                   |
| Roll-up north to court (~20')                          | 7,500         | Week 11 · not accordion glass                |
| RR module · ADA path · egress · em lighting · FA rough | 9,000         | Week 11–12 · 8 fixtures · shared district RR |
| <b>Phase 4 subtotal</b>                                | <b>75,000</b> | Stack + hall weather-tight                   |

## Phase 5 — MEP rough · Weeks 8–12 · \$38,000

| Line                                                          | \$     | When / what |
|---------------------------------------------------------------|--------|-------------|
| 200A service · Entergy coord · panels ( <b>sub sign-off</b> ) | 13,000 | Week 8–10   |

|                                          |               |                                           |
|------------------------------------------|---------------|-------------------------------------------|
| Conduit · wire · devices · hood circuits | 8,000         | Week 9–12 · crew trench                   |
| Water · sewer lateral · gas tap          | 10,500        | Week 9–11 · licensed plumber              |
| Grease interceptor install               | 6,500         | Week 9 · west service drive · Zone X bowl |
| Mini-splits · hall + BOH (3–4 heads)     | 6,000         | Week 11–12                                |
| <b>Phase 5 subtotal</b>                  | <b>38,000</b> | Rough only · equip separate               |

#### Phase 6 — Retail shells · promenade · Weeks 10–14 · \$14,000

| Line                                                 | \$            | When / what                                                                                                                                         |
|------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 12 suite storefront<br>headers · doors ·<br>hardware | 8,000         | Week 10–12 · open shell                                                                                                                             |
| Retail weld openings ·<br>level · set labor          | 6,000         | Week 11–14 · owner crew                                                                                                                             |
| <b>Phase 6 subtotal</b>                              | <b>14,000</b> | Storefront openings · \$40-447(h) slat+glass on court/Manhattan faces<br>required on plan — full finish may need NOI supplement beyond this<br>line |

#### Phase 7 — CO + soft open · Weeks 12–16 · \$18,000

| Line                                           | \$            | When / what                 |
|------------------------------------------------|---------------|-----------------------------|
| Neck monument prep · entry landscape band      | 4,000         | Week 12–14                  |
| Fire · health · building finals + CO           | 2,000         | Week 12–14                  |
| JPSO alcohol application fee                   | 500           | Week 10 file · ~45-day lead |
| Punch list · temp signage · soft-open prep     | 3,500         | Week 14–16                  |
| Contingency (8% hard · overruns · parish slow) | 8,000         | Held to Week 16             |
| <b>Phase 7 subtotal</b>                        | <b>18,000</b> | Certificate of Occupancy    |

#### Hard cost roll-up — must equal \$202,000

| Phase                            | \$             |
|----------------------------------|----------------|
| 2 · Site                         | 18,000         |
| 3 · Containers (58 × \$2k)       | 116,000        |
| 4 · Stack + hall shell           | 75,000         |
| 5 · MEP rough                    | 38,000         |
| 6 · Retail shells                | 14,000         |
| 7 · CO + contingency + open prep | 18,000         |
| <b>Hard total</b>                | <b>279,000</b> |

## Soft cost roll-up — must equal \$28,000

| Line                                   | \$            |
|----------------------------------------|---------------|
| Survey                                 | 3,000         |
| Civil / drainage PE                    | 7,000         |
| MU-CD site plan + fee                  | 8,000         |
| AOR · modules · egress                 | 8,000         |
| Permit fees (building · health · fire) | 2,000         |
| <b>Soft total</b>                      | <b>28,000</b> |

## Loan 1 grand total (real estate only)

|                                                      | \$              |
|------------------------------------------------------|-----------------|
| Land                                                 | 400,000         |
| Soft                                                 | 28,000          |
| Hard (shell to CO · no equip/FF&E)                   | 279,000         |
| <b>Loan 1 · real estate loan</b>                     | <b>630,000</b>  |
| Loan 2 · equipment loan (separate · not in mortgage) | ~200,000        |
| <b>Total to grand opening</b>                        | <b>~800,000</b> |

**Debt service — Loan 1 (real estate) only:** \$630k @ 7% / 30yr ≈ **\$4,193/month** P&I · tenants cover at 6 founding suites. **Loan 2 equipment payment** is separate — paid from F&B · not in rent coverage.

## [[TOC:10]]10 · Weekly programming lock · Jun 2026

**Time zone lock — America/Chicago (Central Time · CT):** Every hour in \$10 is **real Central Time** for Harvey, LA — same clock as New Orleans · Saints · LSU · Jefferson Parish. **CDT** (Mar–Nov) · **CST** (Nov–Mar). NFL/SEC kickoffs below match **local broadcast CT**, not Eastern. Never post Eastern on flyers or social.

**Operating model:** Celebration supper club — booths for dinner · **highboys** for liquor · no permanent dance floor · DJ/band **inside only** (roll-ups down) · IHOP hears nothing · **brunch + game run at the same time** in split zones · **TVs inside + covered patio + court** (outdoor = video-first · directional audio away from IHOP).

## 10A · Code · corridor · what we can actually do

| Rule                                  | What it says                                                                                              | Mirage read                                                                                |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <b>Jefferson Parish alcohol hours</b> | No parish-wide closing time for <b>restaurants</b> in unincorporated Harvey (Jefferson Parish Code ch. 4) | <b>Bar may run to 11p+</b> on Class R permit · confirm MU-CD zoning at pre-app (nightclub- |

only caps apply to nightclub SPUs — not this use)

|                           |                                                                                                   |                                                                                                                                   |
|---------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Louisiana state</b>    | RS 26:351 — restaurant w/ live entertainment + drink specials OK if <b>≥60% food sales</b>        | Happy hour + DJ nights stay <b>restaurant-first</b> · kitchen + bar bites required · not nightclub permit                         |
| <b>Happy hour</b>         | Legal in LA + Jefferson · no AYCD pricing <b>after 10p</b> (RS 26:90)                             | HH ends <b>6p weekdays</b> (7p Mon) · no bottomless · no 2-for-1 after 10p                                                        |
| <b>Corridor anchor</b>    | Copeland's Harvey (2333 Manhattan): <b>M–Th 11a–9p · F–Sa 11a–10p · Su 10a–9p · HH 3–6p daily</b> | Match their <b>3–6 happy hour</b> · kitchen aligns with corridor · <b>bar/DJ extend later on Fri/Sa only</b> after IHOP mock test |
| <b>IHOP east neighbor</b> | Parish noise = don't disturb neighbors · no outdoor amps                                          | DJ <b>inside only</b> · subs off east wall · <b>games inside hall</b> · court = bar + dine · no outdoor game audio                |

**Recommended close (strategic):** Kitchen last seating **9p Sun–Thu · 9:30p Fri–Sat** (Copeland-aligned) · **bar bites + bar 9:30p–11p** on DJ nights · **last call 11:15 · out 11:30** Fri/Sat · **Wed/Thu/Sun DJ ends 10:30** until written IHOP OK for 11p seven nights.

**10B · Mon–Fri happy hour lock · 3:00–6:00 PM CT (Mon 4:00–7:00 PM CT)**

**Pattern stolen from what works on Manhattan + NOLA:** Copeland's 3–6 daily · Broussard's/Rib Room \$7 cocktails + shareables · Saint John/Desi Vega two-course HH · **never discount the 7–11 DJ peak** — HH fills the dead zone between lunch and nightlife.

| Day                            | HH window   | Drink specials                                                               | Food specials                                                                                 | Why it wins                                                                                  |
|--------------------------------|-------------|------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <b>Mon · Mirage Momentum</b>   | <b>4–7p</b> | \$5 draft · \$6 house wine · \$7 wells · \$8 Paloma                          | Slider trio \$10 · cracklin dip + chips \$8 · <b>industry 10% off</b> w/ hospitality pay stub | Monday open · captures service-industry day off · no DJ · low labor                          |
| <b>Tue · Margarita Tuesday</b> | <b>3–6p</b> | \$7 house marg · \$5 Abita/draft · \$7 wine                                  | Boudin egg rolls \$8 · HH po'boy half \$9                                                     | Same corridor window as Copeland · drives early seats before <b>free marg w/ entree 6–9p</b> |
| <b>Wed · Smooth Hour</b>       | <b>3–6p</b> | \$8 Hennyrita (reg \$19) · \$7 old fashioned · \$6 draft                     | Wing lollipop 6pc \$8 · fries w/ debris gravy \$9                                             | Pre-games live/DJ 7p · R&B crowd arrives fed + one round in                                  |
| <b>Thu · Throwback HH</b>      | <b>3–6p</b> | \$6 90s/2000s wells · \$7 beer · \$8 "Captain's Choice" cocktail             | Buffalo bites \$8 · mini po'boy flight \$10                                                   | Early Thu traffic before Charles · pairs w/ throwback brand                                  |
| <b>Fri · Friday Fuel</b>       | <b>3–6p</b> | \$8 signature (rotate) · \$7 wine · \$6 draft · \$10 mimosa carafe (2 pours) | Oyster-adjacent fry basket \$10 · loaded fries \$9                                            | Office + Westbank early dinner · converts to 7–11 DJ highboys                                |

**HH rules:** Dine-in · bar · covered patio OK · **no HH after 6p** (7p Mon) · full menu always available · signatures return to menu price at 6p · keeps margin on DJ nights.

## 10C • Nightly program • DJ 7:00–11:00 PM CT

| Day           | Door hours (CT)                         | Happy hour (CT)                 | Program                                                                             | Music / DJ (CT)                                                      | Zone                                               |
|---------------|-----------------------------------------|---------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------|
| <b>Mon</b>    | 4:00–9:00 PM · 3:00–10:00 PM MNF        | 4:00–7:00 PM · 3:00–6:00 PM MNF | <b>Mirage Momentum • Mon Night at Mirage</b> when Saints MNF                        | Playlist · TVs game only MNF                                         | Booths · bar                                       |
| <b>Tue</b>    | 11:00 AM–9:00 PM                        | 3:00–6:00 PM                    | <b>Margarita Tuesday</b> · free house marg w/ entree (6:00–9:00 PM · dine-in · 21+) | Playlist · low                                                       | Booths · perimeter                                 |
| <b>Wed</b>    | 11:00 AM–11:00 PM                       | 3:00–6:00 PM                    | <b>Mirage R&amp;B</b> · dinner → lounge                                             | Live trio or DJ · <b>7:00–10:30 PM</b> · no bounce                   | Booths + highboys                                  |
| <b>Thu</b>    | 11:00 AM–11:00 PM                       | 3:00–6:00 PM                    | <b>Throwback Thursday</b> · TNF = game west · Charles 10:00–11:00 PM postgame       | 90s/2000s · <b>DJ 7:00–11:00 PM</b> · or 10:00–11:00 PM postgame TNF | Dine booths · <b>highboy leg</b> · indoor          |
| <b>Fri</b>    | 11:00 AM–11:30 PM                       | 3:00–6:00 PM                    | <b>Mirage Friday</b>                                                                | <b>R&amp;B + NOLA bounce</b> · <b>DJ 7:00–11:00 PM</b> · indoor      | Highboys · bar-forward                             |
| <b>Sat AM</b> | 10:00 AM–3:00 PM                        | —                               | <b>DJ Brunch Hype</b> · LSU watch inside if day kickoff                             | Brunch DJ inside · game on west TVs · court bar for drinks           | Brunch south · <b>game inside west</b> · court bar |
| <b>Sat PM</b> | 4:00–11:30 PM                           | —                               | <b>Mirage Saturday</b> · LSU watch if kickoff ≤ 7:00 PM CT                          | <b>DJ 7:00–11:00 PM</b> · or 9:00–11:00 PM postgame                  | Highboys · <b>TVs inside + patio</b>               |
| <b>Sun AM</b> | 10:00 AM–3:00 PM                        | —                               | <b>Gospel 11:30 AM</b> · <b>Jazz 2:00 PM</b> · <b>Brunch + Ball</b> same time       | Live gospel/jazz <b>inside</b> · <b>game on patio + west TVs</b>     | Seating A/B brunch · <b>Game Zone host seat</b>    |
| <b>Sun PM</b> | 5:00–10:30 PM · 10:30 AM–9:00 PM Saints | —                               | <b>Sunday at Mirage</b> · <b>Saints at Mirage</b> all day when game on              | TVs only during game · patio + inside                                | Full hall watch · DJ only if no game               |

**Kitchen vs bar (DJ nights):** Full kitchen **11a–9p Sun–Thu** · **11a–9:30p Fri–Sat** · **Bar bites menu** (fryer · cold · wings) **9p–10:30p** when DJ runs · bar only last 30 min. **IHOP silent lock:** no outdoor amplified music · subs never on east wall · limiter at mock test · exit lane clear. **Phase 2 ask:** after 30-day sound log · extend Wed/Sun DJ to **11p** if IHOP neutral.

## 10D • Game nights & game days • make the game money

**Stop thinking “sports bar.”** Mirage is a **supper club + courtyard bar district** — booths + hall TVs to **watch inside** · **round bar in the palm court** to **drink outside**. The line that fills the court: **“Meet me at the bar in the courtyard.”** Confusion usually comes from

mixing **Watch mode** and **Party mode** in the same room at the same time. **Rule:**  
**primetime Saints / LSU always wins over DJ.**

### Two modes · one hall (Phase 1B L-shape)

| Mode         | When                                      | West wing                              | South leg                                              | Bar strategy                                                             |
|--------------|-------------------------------------------|----------------------------------------|--------------------------------------------------------|--------------------------------------------------------------------------|
| <b>Watch</b> | Saints · LSU · Pelicans · fight · MNF/TNF | Booths · <b>TVs on</b> · table service | Bar rail + <b>highboys</b> · game on secondary screens | <b>Towers · buckets · rounds</b> · servers circulate · no HH during game |
| <b>Party</b> | Thu–Sat DJ · brunch hype                  | Quiet dine · TVs off or muted          | <b>Highboys · DJ inside</b> · roll-ups down            | Signatures full price · Hennyrita · flights                              |

**Best practice (max bar):** Game fans sit in booths but **don't buy enough if you only rely on them walking to the bar.** Put a server on every 4-booth cluster · push **Saints Tower (\$26.99)** + round of 4 drafts at kickoff · bartenders own highboys for walk-ups. Target **3–4 drinks/person** on game day vs ~2.4 on a normal lounge night.

### Game calendar lock · kickoffs (America/Chicago · CT)

| Event                          | Kickoff (CT)                           | Mirage program                                            | DJ / music (CT)                                                                     | Doors (CT)                                        |
|--------------------------------|----------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------|
| <b>Saints · Sunday</b>         | <b>12:00 PM · 3:25 PM · 7:20 PM</b>    | <b>Saints at Mirage</b> · brunch AM unchanged · PM = game | <b>No DJ during game</b> · arena sound on TVs · postgame playlist if win            | 10:30 AM–9:00 PM (sellout 9:00 PM)                |
| <b>Monday Night Football</b>   | <b>7:15 PM CT</b>                      | <b>Mon Night at Mirage</b> replaces Momentum              | TVs only · no DJ                                                                    | 3:00–10:00 PM · HH 3:00–6:00 PM then game pricing |
| <b>Thursday Night Football</b> | <b>7:15 PM CT</b>                      | Game on west TVs · <b>Throwback postgame</b>              | Charles / DJ <b>10:00–11:00 PM only</b> (after game)                                | 11:00 AM–11:00 PM                                 |
| <b>LSU · Saturday</b>          | <b>11:00 AM · 2:30 PM · 6:00 PM CT</b> | Brunch AM · <b>LSU watch</b> from kick –1 hr              | Night kick: DJ <b>9:00–11:00 PM postgame</b> · day game: DJ 7:00–11:00 PM as normal | 10:00 AM–11:30 PM                                 |
| <b>Pelicans · home</b>         | <b>7:00 PM CT</b> (typical)            | Game on <b>side TVs</b> · main program continues          | Wed R&B / Sun lounge · <b>game audio low</b> in west wing only                      | Normal hours (CT)                                 |
| <b>Super Bowl / playoffs</b>   | <b>5:30 PM CT</b> (Super Bowl typical) | <b>Full hall Watch</b> · reserved booths                  | No DJ · TV only                                                                     | 2:00–10:00 PM CT · reservations required          |

### Game day bar menu · built to move liquor (not happy hour)

**Never discount the game window.** HH is 3–6 weekdays only. During games you sell **packages** — higher ticket · faster service · still food-forward for Class R.

| Item | Price | What it is | Why it works |
|------|-------|------------|--------------|
|------|-------|------------|--------------|

|                                |         |                                                     |                                                            |
|--------------------------------|---------|-----------------------------------------------------|------------------------------------------------------------|
| <b>Saints Tower</b><br>(menu)  | \$26.99 | Stuffed pepper rolls · crown wings · crawfish queso | Table anchor · one per 4 guests · shareable = stays longer |
| <b>Black &amp; Gold Bucket</b> | \$24    | 4 draft beers · ice bucket                          | Quarter turnover · easy upsell at kickoff & halftime       |
| <b>LSU Tower</b>               | \$26.99 | Same tray · purple/gold garnish                     | Saturday identity · photo moment                           |
| <b>Halftime Hennyrita</b>      | \$19    | Menu signature · halftime push only                 | 15-min window · urgency without AYCD                       |
| <b>Wing refill · 4pc</b>       | \$9     | Fryer only · 2nd-half push                          | Kitchen stays light · bar keeps moving                     |
| <b>Pelican Punch pitcher</b>   | \$28    | ~4 pours · rum/citrus                               | Wed/Fri home games · booth share                           |

**Illegal / don't do:** bottomless · all-you-can-drink after 10p · 2-for-1 all game (LA RS 26:90).

**Legal:** timed quarter specials · buckets · towers w/ food · full-price signatures.

### 5 bar-max rules (simple)

1. **Servers on the floor** — game crowds don't walk to the bar enough. Table rounds beat waiting at the rail.
2. **Highboys = liquor lane** — booths watch · highboys drink. Same as DJ nights — one system.
3. **Open 90 min before kickoff** — seat · tower · first bucket before kickoff = whole game on tab.
4. **Kitchen to halftime + Q3** · fryer-only after · bar till final whistle + 30 min.
5. **Saints Sunday = parking marshal + optional valet** — full lot = full bar (see parking lock doc).

### Game day money · one Saints Sunday vs normal Sunday PM

|                                | Normal Sun PM | Saints Sun PM         |
|--------------------------------|---------------|-----------------------|
| Covers                         | ~55           | ~180–220              |
| Drinks/person                  | ~2.4          | ~3.5                  |
| Avg drink ticket               | \$16          | \$15–17 (buckets mix) |
| <b>Bar revenue (one night)</b> | ~\$2,100      | ~\$9,500–\$13,000     |
| Food (towers + plates)         | ~\$1,430      | ~\$5,000–\$6,500      |

~8–10 Saints home-ish Sundays/yr + MNF/TNF + LSU Saturdays = **game layer on top of** brunch/DJ schedule · not instead of it. Budget +\$3k–\$8k/**mo bar** in season when modeling upside (not in conservative Step 3 base).

**Your cheat sheet: Brunch = food brand. HH 3–6 = fill the room cheap. Games = towers + buckets + table service. DJ 7–11 = highboys full price. Brunch + game same Sunday?** → host seats **Brunch Table** vs **Game Table** · live music inside · TVs on patio. Never run HH and primetime game on the same clock. Never run DJ loud over game audio in the same wing.

## 10E • Brunch + game at the same time • “Brunch & Ball”

**The problem you’re solving:** women / brunch crowd want gospel · jazz · mimosas · photos — men want the game **without leaving Mirage**. You don’t pick one. You run **two zones · one kitchen · one bar**.

| Zone                       | Where                                                                  | What happens                                                                          | Audio                                                   | Who hosts                                   |
|----------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------|
| <b>Brunch Zone</b>         | Inside · south leg · booths near stage                                 | Gospel <b>11:30 AM CT</b> · Jazz <b>2:00 PM CT</b> · DJ brunch Sat · full brunch menu | <b>Live music / brunch DJ only</b> · no game sound here | Host seats <b>Seating A or B</b>            |
| <b>Game Zone · inside</b>  | Inside · west wing · bar rail                                          | Same brunch menu · towers · buckets · 2–3 large TVs                                   | <b>Game audio</b> · captioned if IHOP-sensitive         | Host seats <b>Game Table</b>                |
| <b>Game Zone · outdoor</b> | <b>Palm court</b> · round bar north of patio · bistro tables · strings | <b>Drink + dine outside</b> · same food/drink · servers circulate from round bar      | <b>No outdoor game audio</b> · games inside west wing   | Walk-in · highboys at bar · promenade spill |

**Host script (every game + brunch overlap):** “Are you joining us for **brunch and the live show**, or **brunch and the game**? Same kitchen — I’ll seat you in the right zone.” No cover either way · dining required for brunch seats.

## 10F • AV map · hall TVs only (Loan 2 FF&E)

**Court lock: No outdoor LED wall.** Palm court = **round bar north of patio** · strings · palms · bistro tables. Games watch **inside** on 4 hall TVs (west wing primary). Saves ~\$35–55k vs court LED plan. Lock: [Outdoor court bar lock](#).

| Location                     | Qty      | Size                  | When on                                                    | Audio rule                                    |
|------------------------------|----------|-----------------------|------------------------------------------------------------|-----------------------------------------------|
| <b>West wing · game wall</b> | 2        | 75” + 65”             | <b>Saints · LSU · MNF/TNF · playoffs</b>                   | Game feed · limiter · IHOP captions if needed |
| <b>South leg · bar</b>       | 2        | 55”                   | Games · Pelicans · multi-game Sat                          | Muted when gospel/jazz live                   |
| <b>Palm court</b>            | —        | <b>Round bar only</b> | Drink + dine · all service hours                           | <b>No outdoor AV</b>                          |
| <b>Total displays</b>        | <b>4</b> | <b>Hall TVs only</b>  | <b>NFL Sunday Ticket / ESPN+ · court = bar not stadium</b> |                                               |

**Court layout: Center round outdoor bar** (~16’ · 360° service) · bistro tables around · strings · palms · hall roll-ups south. **Rain:** roll-ups down → serve from inside L-bar east. Lock: [Outdoor court bar lock](#).

## 10G • Every day described · hour by hour

| Day | Morning / afternoon (CT) | Evening (CT) | TVs | Split brunch+game? |
|-----|--------------------------|--------------|-----|--------------------|
|-----|--------------------------|--------------|-----|--------------------|



|            |                                                                                                                                                        |                                                                                                                               |                                       |                                   |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------|
| <b>Mon</b> | Closed · <i>MNF: 3:00 PM HH · pregame</i>                                                                                                              | <i>MNF 7:15 PM: Mon Night at Mirage · towers · inside TVs</i>                                                                 | Inside west                           | No brunch                         |
| <b>Tue</b> | 11:00 AM lunch · HH 3:00–6:00 PM                                                                                                                       | Margarita Tue · free marg w/ entree · playlist                                                                                | Off or muted sports ticker            | No                                |
| <b>Wed</b> | 11:00 AM · HH 3:00–6:00 PM                                                                                                                             | Mirage R&B · live/DJ 7:00–10:30 PM                                                                                            | Side TVs if Pelicans home (west only) | No                                |
| <b>Thu</b> | 11:00 AM · HH 3:00–6:00 PM                                                                                                                             | <i>Normal: Charles DJ 7:00–11:00 PM · TNF 7:15 PM: game 7:00–10:00 PM · DJ 10:00–11:00 PM postgame</i>                        | Inside + patio if packed              | No                                |
| <b>Fri</b> | 11:00 AM · HH 3:00–6:00 PM                                                                                                                             | Mirage Friday · bounce DJ 7:00–11:00 PM · highboys                                                                            | Muted · DJ night                      | No                                |
| <b>Sat</b> | <b>10:00 AM–3:00 PM DJ Brunch. LSU 11:00 AM / 2:30 PM CT kick: Brunch Zone inside · Game Zone patio + west TVs</b>                                     | 4:00 PM dinner · <i>LSU 6:00 PM night kick: watch then DJ 9:00–11:00 PM · else DJ 7:00–11:00 PM</i>                           | <b>Inside + patio all day if LSU</b>  | <b>Yes · Sat brunch+LSU</b>       |
| <b>Sun</b> | <b>10:00 AM–3:00 PM Gospel 11:30 AM · Jazz 2:00 PM CT. Saints kick: Brunch Zone live · Game Zone inside west wing · court = round bar + patio dine</b> | <i>Saints afternoon/evening: full hall watch inside · court bar open · no DJ during game · no game: Sunday lounge 5:00 PM</i> | <b>Inside hall TVs</b>                | <b>Yes · Saints brunch Sunday</b> |

### 10H · Sample Sunday · Saints 12:00 PM CT kick (the busy one)

10:00 AM CT Doors · brunch kitchen · roll-ups open if dry · round bar stocked  
10:30 AM CT Host asks: Brunch show or Game? · Seating A fills (gospel)  
11:00 AM CT Game Zone (inside west) fills · court bar + patio for drinks · towers  
11:30 AM CT LIVE GOSPEL · south leg · Brunch Zone only · Game Zone keeps game inside  
12:00 PM CT KICKOFF · west wing audio up · court = bar service only (no outdoor game feed)  
12:45 PM CT Gospel set ends · some guests rotate to patio for 2nd quarter  
2:00 PM CT JAZZ BRUNCH set · south leg · Game Zone unchanged for afternoon games  
3:25 PM CT If Saints still playing (late slot) → stay Watch mode · If win + over → lounge prep

**Same money logic:** brunch covers the women/table celebrations · game zone captures **+\$4–8k bar** on a packed Saints noon kick without a second kitchen.

## [[TOC:11]]11 • Monthly earnings — bottom-up model

**How to read this:** Each line is built from **covers × menu price × nights**, then minus **named bills** (product · labor · DJ · supplies) — not “minus 32% of everything.” **Stabilized** = Year 2 · room known · schedule running on Westbank Harvey. **Loan 1 mortgage (\$4,193/mo)** is paid by tenant rent first.

### Step 1 — Food sales by night (stabilized week)

| Night                          | Covers/wk           | Avg food ticket | Food \$/wk       |
|--------------------------------|---------------------|-----------------|------------------|
| Tue · Margarita Tuesday        | 55                  | \$24            | \$1,320          |
| Wed · Mirage R&B               | 70                  | \$28            | \$1,960          |
| Thu · dine + throwback         | 125                 | \$24            | \$3,000          |
| Fri · Mirage Friday            | 175                 | \$28            | \$4,900          |
| Sat · DJ Brunch                | 130                 | \$22            | \$2,860          |
| Sat · night                    | 150                 | \$32            | \$4,800          |
| Sun · gospel + jazz brunch     | 120                 | \$24            | \$2,880          |
| Sun · Sunday at Mirage (5–10p) | 55                  | \$26            | \$1,430          |
| <b>Weekly food</b>             | <b>880 covers</b>   |                 | <b>\$23,150</b>  |
| <b>Monthly food gross</b>      | <b>× 4.33 weeks</b> |                 | <b>\$100,240</b> |

Menu anchors: entrees \$18–37 · brunch stars \$19–30 · Tue promo = product cost only (see below).

### Step 2 — Food product cost (stabilized month)

| Bill                      | Logic                                                  | \$/mo            |
|---------------------------|--------------------------------------------------------|------------------|
| Food product (COGS)       | ~\$7.20 avg cost on \$24 ticket · 880 covers/wk        | –\$30,072        |
| Tue free marg product     | ~55/wk × \$3.50 house marg · marketing not bar revenue | –\$834           |
| <b>Food product total</b> |                                                        | <b>–\$30,906</b> |

### Step 3 — Bar sales by night (stabilized week)

| Night              | Drinkers/wk | Drinks/person | Avg ticket | Bar \$/wk |
|--------------------|-------------|---------------|------------|-----------|
| Tue                | 55          | 1.3 paid*     | \$12       | \$840     |
| Wed                | 70          | 1.9           | \$14       | \$1,820   |
| Thu · throwback    | 125         | 2.2           | \$16       | \$4,620   |
| Fri · bounce + R&B | 175         | 2.4           | \$17       | \$6,480   |
| Sat brunch         | 130         | 2.3           | \$17       | \$5,100   |

|                                       |     |     |      |                  |
|---------------------------------------|-----|-----|------|------------------|
| Sat night                             | 150 | 2.9 | \$17 | \$7,140          |
| Sun brunch                            | 120 | 2.6 | \$17 | \$5,270          |
| Sun · Sunday at Mirage                | 55  | 2.4 | \$16 | \$2,200          |
| <b>Weekly bar</b>                     |     |     |      | <b>\$33,470</b>  |
| <b>Monthly bar gross</b> × 4.33 weeks |     |     |      | <b>\$144,925</b> |

\*Tue: one complimentary marg per entree — paid drinks only in column. Signatures \$15–19 · Mimosa Flight \$29.99 · Hennyrita \$19.

#### Step 4 — Bar product cost (stabilized month)

| Bill                     | Logic                                                             | \$/mo            |
|--------------------------|-------------------------------------------------------------------|------------------|
| Pour cost                | ~8,800 drinks/mo × ~\$4.20 product (signatures · flights · wells) | –\$36,960        |
| Bar supplies             | Line cleaning · fruit · glass · linens                            | –\$900           |
| <b>Bar product total</b> |                                                                   | <b>–\$37,860</b> |

## Step 5 — Full staff roster · hours · pay (stabilized month)

**Phase 1 hall ~2,100 SF · ≤299 OL.** Every row shows **hours accounted for** and **what we pay**. **Loaded rate** = base wage + ~15% payroll tax + small benefits reserve. **Servers:**

Louisiana tipped minimum on paycheck — column shows **employer cost only**; tips pay server income. Covers **Mirage kitchen + hall + bar only** — retail tenants staff their own suites.

**Month math:** weekly hours × **4.33** weeks = monthly hours · monthly hours × loaded rate = base pay · **OT / call-in buffer** = sick · holiday · Saints · extra brunch turn.

### 5A · Kitchen (BOH) — hour ledger

| Role                              | Base \$/hr | Loaded \$/hr | Hrs/wk     | Hrs/mo     | Base pay/mo     | OT buffer      | Total/mo        |
|-----------------------------------|------------|--------------|------------|------------|-----------------|----------------|-----------------|
| Executive chef / kitchen manager  | \$24       | \$28         | 48         | 208        | \$5,824         | —              | \$5,824         |
| Line cook #1 (hot line · lead)    | \$17       | \$20         | 38         | 165        | \$3,296         | —              | \$3,296         |
| Line cook #2 (hot line)           | \$17       | \$20         | 32         | 139        | \$2,772         | —              | \$2,772         |
| Prep cook                         | \$14       | \$17         | 32         | 139        | \$2,357         | —              | \$2,357         |
| Dishwasher / porter               | \$13       | \$15         | 36         | 156        | \$2,340         | —              | \$2,340         |
| Expo / food runner (Thu–Sun peak) | \$14       | \$16         | 22         | 95         | \$1,525         | —              | \$1,525         |
| Brunch line (Sat–Sun 8a–3p only)  | \$15       | \$18         | 18         | 78         | \$1,402         | —              | \$1,402         |
| OT · call-in · holiday kitchen    | —          | —            | ~14        | ~62        | —               | \$2,484        | \$2,484         |
| <b>Kitchen subtotal</b>           |            |              | <b>226</b> | <b>978</b> | <b>\$19,516</b> | <b>\$2,484</b> | <b>\$22,000</b> |

### 5B · Bar — hour ledger

| Role                                   | Base \$/hr | Loaded \$/hr | Hrs/wk | Hrs/mo | Base pay/mo | OT buffer | Total/mo |
|----------------------------------------|------------|--------------|--------|--------|-------------|-----------|----------|
| Lead bartender (Thu–Sat anchor)        | \$19       | \$22         | 42     | 182    | \$4,004     | —         | \$4,004  |
| Bartender #1 (brunch + Thu–Sun nights) | \$15       | \$18         | 38     | 165    | \$2,963     | —         | \$2,963  |
| Bartender #2 (Fri–Sat + Sun PM)        | \$15       | \$18         | 32     | 139    | \$2,495     | —         | \$2,495  |
| Bartender #3 (Tue–Wed + float)         | \$15       | \$18         | 25     | 108    | \$1,955     | —         | \$1,955  |

|                                        |      |      |            |            |                 |                |                 |
|----------------------------------------|------|------|------------|------------|-----------------|----------------|-----------------|
| Barback (Thu–Sat + Sun brunch)         | \$13 | \$15 | 38         | 165        | \$2,470         | —              | \$2,470         |
| Brunch bar float (Sat–Sun 9a–3p)       | \$15 | \$18 | 16         | 69         | \$1,248         | —              | \$1,248         |
| OT · holiday · extra bar on packed Sat | —    | —    | ~19        | ~82        | —               | \$3,365        | \$3,365         |
| <b>Bar subtotal</b>                    |      |      | <b>191</b> | <b>827</b> | <b>\$15,135</b> | <b>\$3,365</b> | <b>\$18,500</b> |

### 5C · Front of house (FOH) — hour ledger

| Role                                              | Base \$/hr | Loaded \$/hr | Hrs/wk     | Hrs/mo       | Base pay/mo     | OT buffer      | Total/mo        |
|---------------------------------------------------|------------|--------------|------------|--------------|-----------------|----------------|-----------------|
| Server pool (4–6 rotating · tipped)               | \$2.13*    | ~\$8*        | 120        | 520          | \$4,147         | —              | \$4,147         |
| Busser / floor runner #1                          | \$12       | \$14         | 24         | 104          | \$1,456         | —              | \$1,456         |
| Busser / floor runner #2 (peak only)              | \$12       | \$14         | 21         | 91           | \$1,274         | —              | \$1,274         |
| Host #1 (Fri–Sun lead)                            | \$13       | \$15         | 24         | 104          | \$1,560         | —              | \$1,560         |
| Host #2 (Tue–Thu + float)                         | \$13       | \$15         | 16         | 69           | \$1,040         | —              | \$1,040         |
| Assistant floor manager (Thu–Sun)                 | \$17       | \$20         | 32         | 139          | \$2,773         | —              | \$2,773         |
| Security (Fri–Sat 8p–10:30p)                      | \$19       | \$22         | 10         | 43           | \$953           | —              | \$953           |
| Parking / exit marshal (Sat + Sun peak)           | \$15       | \$18         | 12         | 52           | \$935           | —              | \$935           |
| Training · call-in · extra server on sold-out Sun | —          | —            | ~19        | ~82          | —               | \$2,662        | \$2,662         |
| <b>FOH subtotal</b>                               |            |              | <b>259</b> | <b>1,121</b> | <b>\$14,138</b> | <b>\$2,662</b> | <b>\$16,800</b> |

\*Server: \$2.13/hr LA tipped minimum on check · ~\$8/hr loaded employer cost after tax ·

\*\*guest tips are not in this table\*\* (servers keep tips).

### 5D · Management — salary (not hourly)

| Role            | Hrs/wk | Hrs/mo | Salary/mo      | Notes                                                       |
|-----------------|--------|--------|----------------|-------------------------------------------------------------|
| General manager | 50     | 217    | <b>\$5,500</b> | Schedule · P&L · parish · IHOP neighbor · opens/closes peak |

**Owner-operator sponsor** may also work GM — draw not double-counted if same person.

## 5E • Sample weekly schedule — who is on the floor

**Key:** C = chef/KM • L = line • P = prep • D = dish • E = expo • B = bartender • BB = barback • S = server • H = host • BU = busser • AM = asst floor mgr • GM = general mgr • SEC = security • VAL = parking/exit marshal

| Day           | Hours                      | Kitchen in • BOH on                 | FOH/Bar in • floor on                                              |
|---------------|----------------------------|-------------------------------------|--------------------------------------------------------------------|
| <b>Mon</b>    | 4p–9p                      | —                                   | 4p: GM • H • 1B • HH 4–7                                           |
| <b>Tue</b>    | 11a–9p                     | 10a: C • L • P • D                  | 10:30a: GM • H • 1S • 1B • HH 3–6                                  |
| <b>Wed</b>    | 11a–11p                    | 10a: C • L • L • P • D              | 10:30a: GM • H • 2S • 1B • AM (8p) • DJ 7–10:30                    |
| <b>Thu</b>    | 11a–11p                    | 10a: C • 2L • P • D • E (6p)        | 10:30a: GM • H • 3S • 2B • BB (6p) • AM • Charles 7–11             |
| <b>Fri</b>    | 11a–11:30p                 | 10a: C • 2L • P • D • E             | 10:30a: GM • H • 4S • 2B • BB • AM • SEC • VAL • DJ 7–11           |
| <b>Sat AM</b> | 10a–3p brunch              | 8a: C • 2L • P • 2D • brunch L      | 9a: H • 3S • 2B • BB • BU • VAL                                    |
| <b>Sat PM</b> | 4p–11:30p                  | 3p: C • 2L • P • D • E              | 3:30p: GM • H • 4S • 2B • BB • AM • SEC • VAL • DJ 7–11            |
| <b>Sun AM</b> | 10:00 AM–3:00 PM CT brunch | 8:00 AM: C • 2L • P • 2D • brunch L | 9:00 AM: H • 3S • 2B • BB • BU (Gospel 11:30 AM • Jazz 2:00 PM CT) |
| <b>Sun PM</b> | 5:00–10:30 PM CT           | 4:00 PM: C • L • P • D              | 4:30 PM: GM • H • 2S • 2B • covered patio • DJ 7:00–10:30 PM CT    |

## 5F • Entertainment (not payroll) — \$12,124/mo

| Slot                                                   | \$/wk             | \$/mo           |
|--------------------------------------------------------|-------------------|-----------------|
| Wed • live R&B trio or DJ (7–10:30p)                   | \$500             | \$2,165         |
| Thu • Captain Charles (7–11p)                          | \$800             | \$3,464         |
| Fri • DJ (7–11p)                                       | \$600             | \$2,598         |
| Sat • DJ brunch + night (7–11p)                        | \$950             | \$4,114         |
| Sun • gospel/jazz live (brunch) + Sun PM DJ (7–10:30p) | \$450             | \$1,949         |
| <b>Entertainment total</b>                             | <b>\$3,300/wk</b> | <b>\$14,289</b> |

## 5G • Total hours & pay — one-page summary

| Department    | Hrs/wk scheduled | Hrs/mo scheduled | OT/buffer hrs/mo | Base pay/mo | Buffer \$ | Total pay/mo    |
|---------------|------------------|------------------|------------------|-------------|-----------|-----------------|
| Kitchen (BOH) | 226              | 978              | ~62              | \$19,516    | \$2,484   | <b>\$22,000</b> |
| Bar           | 191              | 827              | ~82              | \$15,135    | \$3,365   | <b>\$18,500</b> |
| FOH           | 259              | 1,121            | ~82              | \$14,138    | \$2,662   | <b>\$16,800</b> |

|                             |            |              |             |                 |                |                 |
|-----------------------------|------------|--------------|-------------|-----------------|----------------|-----------------|
| Management<br>(GM salary)   | 50         | 217          | —           | \$5,500         | —              | <b>\$5,500</b>  |
| <b>Mirage payroll total</b> | <b>726</b> | <b>3,143</b> | <b>~226</b> | <b>\$54,289</b> | <b>\$8,511</b> | <b>\$62,800</b> |

**726 hours/week** scheduled across ~18–22 named shifts · plus **~226 buffer hours/mo** (~11%) for OT · call-ins · Saints · sold-out brunch. **~25–35 different people** touch payroll in a month (FT core + PT float).

### 5H · Sample day — labor hours on the floor (who · how long)

Illustrates how weekly hours add up — not every person works every day.

| Role                                   | Tue hrs         | Fri hrs         | Sat brunch hrs  | Sat night hrs   |
|----------------------------------------|-----------------|-----------------|-----------------|-----------------|
| Chef / KM                              | 11              | 12              | 9               | 8               |
| Line cooks (each)                      | 9 / —           | 10 / 10         | 8 / 7           | 8 / 8           |
| Prep                                   | 9               | 10              | 8               | 7               |
| Dish                                   | 9               | 10              | 8               | 8               |
| Expo / brunch line                     | —               | 5               | 7               | 6               |
| Lead bartender                         | —               | 8               | 6               | 7               |
| Other bartenders (each)                | 9 / —           | 8 / 8           | 6 / 6           | 7 / 7           |
| Barback                                | —               | 6               | 6               | 6               |
| Servers (each on floor)                | 8 × 1           | 8 × 4           | 6 × 3           | 7 × 4           |
| Host                                   | 8               | 10              | 7               | 7               |
| Busser                                 | —               | 8               | 6               | 7               |
| Asst floor mgr                         | —               | 8               | —               | 7               |
| GM                                     | 10              | 12              | 8               | 8               |
| Security / marshal                     | —               | 2.5 + 2         | 2               | 2.5 + 2         |
| <b>Total labor hours that day</b>      | <b>~82</b>      | <b>~186</b>     | <b>~156</b>     | <b>~178</b>     |
| <b>Est. loaded labor cost that day</b> | <b>~\$1,050</b> | <b>~\$2,380</b> | <b>~\$2,000</b> | <b>~\$2,280</b> |

**Friday/Saturday** carry the payroll — why Tue is food-marketing night · not a heavy staff night.

### Step 6 — Other Mirage income (stabilized month)

| Stream                     | Logic                                                                           | \$/mo           |
|----------------------------|---------------------------------------------------------------------------------|-----------------|
| <b>Tenant rent surplus</b> | 10 suites blended ~\$13,500 rent – <b>\$4,704</b> Loan 1 mortgage (Year 2 fill) | <b>+\$8,796</b> |
| <b>Private events</b>      | ~2 hall buyouts/mo · \$3,000 avg gross · ~50% after food/bar/direct             | <b>+\$2,500</b> |

|                                      |                                                                                                                    |                    |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------------|
| <b>Optional vendor booth program</b> | 5 vendor brands · \$1,250 base booth fee + 15% gross food sales through Mirage POS · not included until LOIs/comps | <b>Upside only</b> |
| Retail CAM pass-through              | NNN to tenants · operator-neutral                                                                                  | \$0                |

**Underwriting note:** Step 8 base P&L below does *not* include vendor booth upside. Add vendor program net contribution only after Health/Fire approve the commissary/booth model and vendor leases are signed.

### Step 7 — Site operating bills (no payroll · stabilized month)

| Bill                                                                       | \$/mo            |
|----------------------------------------------------------------------------|------------------|
| Utilities (electric · gas · water · hood · walk-in)                        | -\$4,500         |
| Insurance (GL · property · liquor)                                         | -\$2,200         |
| Marketing · social · brunch flyers                                         | -\$2,500         |
| Repairs · smallwares · hood service                                        | -\$1,500         |
| Bookkeeping / admin / POS                                                  | -\$1,200         |
| <b>Loan 2 equipment</b> (~\$170k @ 7% / 10yr P&I · separate from mortgage) | -\$2,322         |
| <b>Site operating total</b>                                                | <b>-\$14,222</b> |

**Loan 1 mortgage (\$4,704)** is inside rent surplus (Step 6) — not double-counted. **GM payroll** is in Step 5D — not here.

### Step 8 — Full monthly P&L · grand total (stabilized)

| REVENUE IN                                               | \$/mo            |
|----------------------------------------------------------|------------------|
| Food sales (Step 1)                                      | \$100,240        |
| Bar sales (Step 3)                                       | \$144,925        |
| Tenant rent surplus after Loan 1 mortgage (Step 6)       | \$8,796          |
| Private events net (Step 6)                              | \$2,500          |
| <b>Total revenue in</b>                                  | <b>\$256,620</b> |
| COSTS OUT                                                |                  |
| Food product + Tue marg promo (Step 2)                   | -\$30,906        |
| Bar product + supplies (Step 4)                          | -\$37,860        |
| Kitchen payroll (Step 5A)                                | -\$22,000        |
| Bar payroll (Step 5B)                                    | -\$18,500        |
| FOH payroll — servers · hosts · bus · security (Step 5C) | -\$16,800        |
| GM / management (Step 5D)                                | -\$5,500         |
| <b>Total payroll (all staff)</b>                         | <b>-\$62,800</b> |



|                                                      |                   |
|------------------------------------------------------|-------------------|
| Entertainment — live · DJ · gospel/jazz (Step 5F)    | –\$14,289         |
| Site operating + Loan 2 (Step 7)                     | –\$14,222         |
| <b>Total costs out</b>                               | <b>–\$160,077</b> |
| <b>Mirage operator cash / month</b>                  | <b>\$96,543</b>   |
| <i>Optional owner draw above GM (not in payroll)</i> | <i>–\$10,000</i>  |
| <b>Net after optional sponsor draw</b>               | <b>~\$86,500</b>  |

**Check:** \$256,620 in – \$160,077 out = **\$96,543**. DJ slots now **7–11p** (Thu–Sat) · entertainment + \$2,165/mo vs prior — offset by HH 3–6p bar volume + later Fri/Sa bar (not yet in Step 3 nightly build).

### Step 8B — Strategic ratios (stabilized · honest)

| Metric                         | Formula                                     | Result     | Why it matters                                           |
|--------------------------------|---------------------------------------------|------------|----------------------------------------------------------|
| <b>Prime cost</b>              | Food + bar product + payroll<br>÷ F&B gross | <b>54%</b> | Target <65% full-service · room for entertainment + opex |
| <b>Food COGS</b>               | Step 2 ÷ food gross                         | 31%        | Menu priced \$18–37 · Tue marg is marketing line         |
| <b>Bar pour cost</b>           | Step 4 ÷ bar gross                          | 26%        | Signatures \$15–19 · flights · not well-only             |
| <b>Labor / F&amp;B</b>         | Payroll ÷ (\$100k + \$145k)                 | 26%        | 726 hrs/wk scheduled · tips offset server wage           |
| <b>Operator cash / revenue</b> | Step 8 ÷ total in                           | 38%        | Before tax · before owner draw · before capex            |
| <b>Loan 2 coverage</b>         | Operator cash ÷ \$2,322 P&I                 | <b>42×</b> | Equipment note paid from F&B · not from rent             |
| <b>Payroll per cover</b>       | \$62,800 ÷ 3,810 covers/mo                  | ~\$16      | 880 covers/wk × 4.33 · labor scales with Fri–Sun         |
| <b>Cash per cover</b>          | Operator cash ÷ covers                      | ~\$26      | After full product + staff + DJ + site bills             |

**Strategic read:** Rent surplus (\$8,796) is **bonus** after Loan 1 — not required to hit positive cash. F&B alone covers payroll + Loan 2 + entertainment with **~\$87k/mo** left before rent/events.

### Step 9 — Three scenarios · same staff logic

| Line                             | Year 1 ramp | Stabilized | Strong month |
|----------------------------------|-------------|------------|--------------|
| Food + bar gross                 | \$171,616   | \$245,165  | \$282,000    |
| Rent surplus + events            | \$3,555     | \$11,455   | \$16,955     |
| Food + bar product cost          | –\$49,870   | –\$68,766  | –\$79,000    |
| Total payroll (lean → full → OT) | –\$53,400   | –\$62,800  | –\$68,500    |
| Entertainment                    | –\$10,000   | –\$14,289  | –\$15,500    |

|                                           |                  |                  |                   |
|-------------------------------------------|------------------|------------------|-------------------|
| Site operating + Loan 2                   | -\$13,500        | -\$14,222        | -\$14,222         |
| <b>Operator cash / month</b>              | <b>~\$48,400</b> | <b>~\$96,500</b> | <b>~\$121,700</b> |
| <i>After optional owner draw above GM</i> | <i>~\$38,400</i> | <i>~\$86,500</i> | <i>~\$111,700</i> |

**Year 1 (~\$48k/mo):** ~70% covers · lean payroll ~\$53k · 6 suites · shorter DJ sets some nights.  
**Stabilized (~\$97k/mo):** full \$10 schedule · DJ **7–11** Thu–Sat · HH **3–6** Mon–Fri · payroll  
**\$62.8k. Strong (~\$122k/mo):** sold-out Sun · packed Sat · 8-shop rent. *Optional ~\$10k/mo*  
*owner draw above GM. Before income tax · major capex.*

### Where the money comes from (stabilized)

| Rank | Night / stream            | Bar \$/wk                | Food \$/wk |
|------|---------------------------|--------------------------|------------|
| 1    | Saturday (brunch + night) | \$12,240                 | \$7,660    |
| 2    | Sunday (brunch + evening) | \$7,470                  | \$4,310    |
| 3    | Friday                    | \$6,480                  | \$4,900    |
| 4    | Throwback Thursday        | \$4,620                  | \$3,000    |
| 5    | Tenant rent surplus       | +\$8,796/mo (not weekly) |            |

~75% of bar revenue = Fri + Sat + Sun. Protect those before adding nights.

**Investor thesis unchanged: Rent pays Loan 1.** Food + bar + events pay Loan 2 and deliver operator cash. Food control (\$3) · IHOP silent ops · highboy layout = how the bottom-up numbers hold.

## [[TOC:12]]12 · Retail rent — sourced comps · three tiers

**Mortgage P&I (Loan 1):** \$630k @ 7% / 30yr ≈ **\$4,193/mo** — paid by tenants before Mirage sells a plate.

| Scenario                                                            | Rent/mo         | vs note | Surplus after mortgage |
|---------------------------------------------------------------------|-----------------|---------|------------------------|
| Year 1 · 6 founding @ \$1,150                                       | \$6,900         | ✓ 1.5×  | <b>+\$2,355/mo</b>     |
| Year 2 · 10 suites blended                                          | ~\$13,500       | ✓ 3.0×  | <b>+\$8,796/mo</b>     |
| <b>Full · stabilized mix</b> (4 corner @ \$1,550 · 8 std @ \$1,350) | <b>\$17,000</b> | ✓ 3.7×  | <b>+\$12,455/mo</b>    |

Tenants compare **monthly check**, not \$/SF. Manhattan Blvd inline runs **\$1,900–2,500/mo all-in** for 820–1,020 SF — Mirage wins at **\$1,150–1,550** on 640 SF plus district traffic from your F&B.

### Manhattan Blvd comps (640 SF scaled · Jun 2026 flyers)

| Property | Size | All-in/mo | Scaled to 640 SF |
|----------|------|-----------|------------------|
|----------|------|-----------|------------------|

|                             |          |                   |                  |
|-----------------------------|----------|-------------------|------------------|
| 1118 Manhattan (Suite H)    | 820 SF   | \$1,900           | ~\$1,483         |
| 1818 Manhattan (Suite 4)    | 1,020 SF | \$2,500           | ~\$1,569         |
| Manhattan Place (1723–1831) | 1,190 SF | \$17.50–25/SF NNN | ~\$1,500–1,700   |
| <b>Mirage standard</b>      | 640 SF   | <b>\$1,350</b>    | Below corridor   |
| <b>Mirage premium</b>       | 640 SF   | <b>\$1,550</b>    | Still below 1818 |

### Mirage tiers — what full occupancy covers

| Tier                         | Rent/mo               | \$/SF/yr | When                           | Full 8 shops       | vs \$4,704 note |
|------------------------------|-----------------------|----------|--------------------------------|--------------------|-----------------|
| <b>Founding</b>              | <b>\$1,150</b>        | \$21.56  | First 4–6 · pre-open / 90 days | \$13,800/mo        | 3.0×            |
| <b>Standard promenade</b>    | <b>\$1,350</b>        | \$25.31  | Stabilized inline bays         | \$16,200/mo        | 3.6×            |
| <b>Court-facing / corner</b> | <b>\$1,550</b>        | \$29.06  | Glass to palm court · end caps | \$18,600/mo        | 4.1×            |
| <b>Stabilized mix</b>        | 4×\$1,550 + 8×\$1,350 | —        | Realistic full build           | <b>\$17,000/mo</b> | <b>3.7×</b>     |

**Lock:** Founding **\$1,150** fills fast and still covers note at 6 suites · Standard **\$1,350** · Premium court **\$1,550**. Stabilized mix ≈ **\$204k/yr** on **\$630k** project · **\$149k/yr** after mortgage from rent alone.

## [[TOC:13]]13 · Bal Harbour stacks in a week · you stack in a week too

[Bal Harbour Access](#) sets ~28–30 pre-fabricated boxes in ~**one week** per tour stop — but that is **assembly only**: no land purchase, no engineered piers, no grease/sewer taps, no Certificate of Occupancy on their parcel, host provides power/water, boxes leave when the tour moves.

| Bal Harbour Access (tour) | Mirage @ 1705 (permanent)                                      |
|---------------------------|----------------------------------------------------------------|
| ~1 week box set per city  | ~ <b>1–2 weeks box set on site</b> — same crane/stack speed    |
| No CO on their land       | <b>Full CO</b> on \$400k land · \$40–447(k)                    |
| Host utilities            | <b>Your taps</b> · 200A · grease · sewer · gas                 |
| Pop-up permit             | <b>MU-CD site plan + building permit + health/fire/alcohol</b> |
| Leaves when tour ends     | <b>Weld once · own forever</b>                                 |

**Calendar truth:** Physical stack is Bal Harbour-fast. Total open is ~**16 weeks** because Jefferson permanence runs in parallel — not because containers take 8 months. Bottleneck is permits + MEP sign-off + JPSO alcohol (~45-day lead), not setting boxes.

## [[TOC:14]]14 · Timeline · ~16 weeks to soft open

| Week  | What happens                                                    | Duration / note                                         |
|-------|-----------------------------------------------------------------|---------------------------------------------------------|
| 1–3   | Pre-app · land close · survey · order containers                | Run in parallel — don't wait on one to start the other  |
| 3–6   | MU-CD Level 1 site plan · structural PE · AOR · building permit | Parish clock — owner pushes daily                       |
| 6–7   | Site prep · piers · crane delivery                              | Gravel pad · grease pit rough                           |
| 7–8   | <b>Stack all modules · void roof · promenade shade</b>          | <b>~1–2 weeks on-site</b> — Bal Harbour speed           |
| 8–12  | MEP rough · hood · roll-up · court · parking · RR               | Licensed subs on electric/hood only                     |
| 10–14 | JPSO + ATC alcohol applications                                 | ~45-day JPSO lead — file early week 10                  |
| 12–14 | Fire marshal · health · building finals                         | CO issued                                               |
| 14–16 | <b>Loan 2 close</b> · equip install · furnish · soft open       | ~\$170k equipment loan · <b>not in real estate loan</b> |

**Not 8 months.** Owner-GC + pre-fab containers + parallel permits = **~16 weeks target**. Parish · Entergy · JPSO realistically push to **20–28 weeks** — see §14 field guide.

## [[TOC:15]]15 · Owner-GC field guide — clear land → weld → CO → open

**No BS contractor view. Loan 1 (\$630k real estate)** buys shell to CO. **Loan 2 (~\$170k equipment — separate, not in mortgage)** buys kitchen · furnishings · health final.

### Before dirt — Week 0 (paper walls)

| Action                                                                 | What stops you                                                                       |
|------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Jefferson pre-app (written answers)                                    | No confirmation = wrong program · reorder boxes · fail MU-CD mix                     |
| Title · survey PLS #8387 · 811 locate                                  | Easements on east/canal · surprise utilities in neck                                 |
| 300' alcohol walk (churches/schools/playgrounds)                       | JPSO denial if miss on map                                                           |
| One connected building permit (AOR supervised)                         | Per-box or temp-box path = rejection · submit modular commercial building            |
| Fire Marshal pre-app / plan review                                     | Posted OL · fire areas · sprinkler scope · fire alarm — get written before pier pour |
| \$40-447(h) elevations on drawings                                     | Raw corrugated to Manhattan/court = site plan revision loop                          |
| Lock container quote (58× 40' @ ~\$2k)                                 | Broker price · rust · delivery · crane offload not in quote                          |
| <b>Do not order 32 boxes @ CO until pre-app + site plan path clear</b> | Boxes sit in yard \$2–4k/mo while parish revises                                     |

### Plans & permits — Weeks 1–6

| Action                                                         | What stops you                                                                         |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------|
| MU-CD Level 1 site plan · AOR · structural PE                  | Parking count · islands §40-662 · flag-lot “front” setback                             |
| Entergy 200A commercial application                            | <b>6–12 week utility clock</b> — often beats crane schedule                            |
| Sewer lateral design (deep flag lot)                           | Long run to Manhattan sewer · budget \$10.5k may be low vs \$15–25k bid                |
| Grease interceptor @ west service drive (Zone X · health plan) | Canal pit = AE/wetland risk · wrong location = re-pipe + USACE delay                   |
| AOR life-safety · Fire Marshal path                            | Posted OL · egress · em lighting · fire alarm · sprinkler determination in writing     |
| Building permit in hand                                        | §40-447(h) finish on elevations · §40-447(k) permanent weld details · Health RR layout |

## Site — Weeks 6–7

| Action                               | What stops you                                                                                      |
|--------------------------------------|-----------------------------------------------------------------------------------------------------|
| Clear · grub · haul (bowl only)      | Soft coastal fill · geotech recommended before pier design                                          |
| Grade bowl drainage (away from hall) | Ponding = fail §40-662(j) all-weather parking                                                       |
| Grease pit dig · pier footings       | Align with PE details before pour — no redo                                                         |
| Temp power · dumpster · silt fence   | —                                                                                                   |
| Gravel parking base (100–120 target) | <b>\$9 budgets ~\$3.5k line</b> — realistic PE gravel often <b>\$25–45k</b> · cut stalls or add NOI |
| <b>No staging in neck</b>            | §40-444 · 20' front yard · no parking in neck · laydown in bowl center-west                         |
| East utility poles + IHOP wall       | No build tight east · crane picks from west/south mouth                                             |

## Crane · set · weld — Weeks 7–8 (~1–2 weeks on site)

| Action                                                                | What stops you                                                                             |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Crane matting · deliver 32 boxes @ CO                                 | Access tight on 75' neck · second crane day (+\$5–8k) if pick plan wrong                   |
| Set hall (18 incl. kitchen west) · retail lowers (24) · west prep (4) | Used boxes out of square — shim · rework weld gaps · <b>no stacks north of X bowl line</b> |
| Level · plumb · string-line void (~80'×60')                           | 2" drift across 12 lowers = roll-up won't fit north opening                                |
| <b>Weld frames BEFORE cut</b> openings                                | PE/inspector fail if corners/top rail cut first                                            |
| Stack uppers (shade only · no public OL)                              | Wind tie-down calcs still required §40-447(k)                                              |
| Box-to-box weld · pier embed                                          | Welder logs may be required · not “buddy with a Miller”                                    |
| Wind / OSHA                                                           | No stack in high gusts · hurricane season risk                                             |



Bowl interior site photo — crane laydown

zone

**Site photo · bowl interior.** Crane laydown bowl center-west · no staging in neck · east poles visible.



Field research bowl access

**Field research · bowl access.** Pick plan from west/south mouth · 75' neck = enter only · matting on soft fill.

## Roof · MEP rough · openings — Weeks 8–12

| Action                                       | What stops you                                                        |
|----------------------------------------------|-----------------------------------------------------------------------|
| Void roof post-frame · roll-up header north  | Flash at container joints — first rain inside hall stops work         |
| Type I hood · Ansul · exhaust ( <b>sub</b> ) | \$9 line \$21k — bids often <b>\$28–35k</b> with makeup air interlock |
| 200A rough · panels · hood circuits          | Load calc may push <b>400A upgrade</b> (+\$25–40k · not in Loan 1)    |
| Water · sewer · gas · grease interceptor     | Licensed plumber controls CO timeline on long lateral                 |

|                                             |                                                                                              |
|---------------------------------------------|----------------------------------------------------------------------------------------------|
| RR module · ADA path · egress · em lighting | Health + Fire both walk separate from building rough                                         |
| Mini-splits rough (hall + BOH)              | —                                                                                            |
| 8 shop shells + \$40-447(h) court faces     | Slat + glass on metal faces per elevation sheets — required for CO · not deferred to tenants |

## Inspections · CO · Loan 2 equipment — Weeks 10–16+

| Action                                                         | What stops you                                                                   |
|----------------------------------------------------------------|----------------------------------------------------------------------------------|
| Rough inspections (elec · plumb · structural · hood)           | One fail cascades — no CO until cleared                                          |
| JPSO file (~week 10)                                           | ~ <b>45-day lead</b> — late file = no alcohol at soft open                       |
| ATC state license (after JPSO)                                 | Local authorization required first                                               |
| Fire Marshal · health plan finals                              | —                                                                                |
| <b>CO issued (Loan 1 complete)</b>                             | Full 58-box stack · full promenade · building CO                                 |
| <b>Loan 2 close (~\$170k equipment)</b> · equip · furnish hall | Separate loan · <b>not in real estate mortgage</b> · health wants equip in place |
| Hood balance · Ansul trip · walk-in commission                 | Failed test = no food permit                                                     |
| Lease 6 founding suites (realistic) · soft open                | 12/12 Day 1 is leasing stretch — empty shells show on promenade                  |

## Field sequence (owner-GC)

```

PRE-APP → LAND CLOSE → SITE PLAN + PE → BUILDING PERMIT
→ 811 · CLEAR BOWL · GRADE · GREASE PIT · PIERS
→ CONTAINERS IN · CRANE SET (hall incl. kitchen west → retail → west prep)
→ LEVEL · WELD STACKS · WELD OPENINGS · VOID ROOF
→ HOOD (sub) · 200A ROUGH · WATER/SEWER/GREASE · GAS
→ RR · EGRESS · EM LIGHT · GRAVEL PARKING (PE letter)
→ ROUGH INSPECTIONS → CO (STACK 1)
→ STACK 2 EQUIP · FURNISH · HEALTH FINAL · JPSO/ATC
→ SOFT OPEN

```

## Top 10 walls (where jobs die on this site)

| # | Wall                        | Fix                                                           |
|---|-----------------------------|---------------------------------------------------------------|
| 1 | Pre-app not written         | Week 1 Jefferson conference · don't spend on boxes first      |
| 2 | Entergy / sewer lateral     | File week 1 parallel · long flag-lot run                      |
| 3 | Container price / lead time | Written quote · <b>58 count locked</b> · \$116k = 42% of hard |
| 4 | Gravel parking underfunded  | Civil PE letter · realistic \$/SF or cut stall count          |
| 5 | 200A vs real load           | Load calc before permit · budget 400A path                    |

|    |                              |                                                                                                       |
|----|------------------------------|-------------------------------------------------------------------------------------------------------|
| 6  | Permanent weld QC §40-447(k) | PE details · weld-before-cut · inspection logs                                                        |
| 7  | Flag lot logistics           | Neck = entry only · crane from bowl mouth · east poles                                                |
| 8  | CO ≠ restaurant open         | Loan 2 equipment before health final · ~\$800k total (two loans)                                      |
| 9  | 16-week calendar             | Plan <b>20–28 weeks</b> · stack week is fast · parish isn't                                           |
| 10 | §40-447(h) not on drawings   | Metal-face finish on elevations + installed before CO — parish standard for container/metal buildings |

**Loan 1 assumption:** Owner-GC set/weld/site at labor rates — not sub bid. Sub bids run **40–60% higher** than \$9 hard \$202k. **Loan 2 is a separate equipment loan** — never bundled into the real estate mortgage.



## [[TOC:16]]16 • Flood, wetlands & reconfigured build — avoid both

**Build lock (June 2026 screening):** FEMA panel **22051Co220F** (eff. 2018-02-02) + LA DOTD NWI. The **main bowl is buildable** (Zone X · no mapped wetland). The **south neck** and **canal bank** are the problem bands — AE flood + NWI wetland. We **reconfigure the program** so every occupied box, pier, grease pit, and MEP vault sits in the **Zone X center**. Neck and canal become landscape only.

**Status:** Desktop screening — not an official flood determination or wetland delineation. ALTA Table A flood cert + formal delineation (~\$2–5k) before pier pour. Verify live: [FEMA MSC](#) · [NFHL Viewer](#) · [FWS Wetlands Mapper](#).

 PLS 8387 survey with FEMA and build envelope bands

FEMA + NWI on PLS #8387 baseline. South neck AE + PFO1Ad · main bowl Zone X · canal AE north — occupied program stays in center bowl only (§15 reconfigured build).

### What the maps show (south → north)

| Band · approx. lat                                     | FEMA zone              | SFHA? | BFE (ft NAVD88) | NWI wetland                               | Old layout risk                                                |
|--------------------------------------------------------|------------------------|-------|-----------------|-------------------------------------------|----------------------------------------------------------------|
| <b>South neck / monument approach</b> · ~29.886–29.888 | AE                     | Yes   | -4.0            | <b>PFO1Ad</b> · freshwater forested/shrub | Monument · neck structures · fill · staging                    |
| <b>Main buildable bowl</b> · ~29.8885–29.893           | X · levee reduced risk | No    | —               | Clear                                     | Hall · parking · retail · kitchen · grease — <b>build here</b> |
| <b>Canal north buffer</b> · ~29.893+                   | AE                     | Yes   | -3.0            | <b>Wetland resumes</b> ~29.894+ on bank   | Canal BOH · grease pit · pier dig                              |

**Zone X ≠ zero risk** — levee-reduced area; lenders may still ask about flood insurance. Residual flooding possible if levee system fails. Heebe Canal backwater during heavy rain is a separate civil drainage issue — grade bowl **away from hall** regardless of FEMA zone.

### Reconfigured build — exactly what moves

Same 32 boxes @ CO · same program · same guest experience. We change *where* on the flag lot — not *what* we build.

| Element                      | Old concept (avoid)                         | Reconfigured (permit-first)                                                                      | Why                                                                                                 |
|------------------------------|---------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <b>Kitchen 640 SF</b>        | Separate 2×40' cluster at Heebe Canal north | <b>Great Hall west wing</b> — 2×40' lowers welded into hall stack inside Zone X (~29.889–29.891) | Canal line = AE + wetland proximity · in-bowl kitchen = X zone · one hood path · shorter grease run |
| <b>Walk-in / dry storage</b> | Canal BOH boxes                             | <b>West promenade rear</b> — 2×40' prep/storage on west row · service                            | Keeps 58-box count · no occupied modules north of                                                   |

|                                      |                                          |                                                                                                                                             |                                                                                                    |
|--------------------------------------|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
|                                      |                                          | door to kitchen via covered walk                                                                                                            | ~29.8925                                                                                           |
| <b>Grease interceptor</b>            | In-ground pit at canal BOH               | <b>West service drive</b> — in-ground pit at ~29.890 west parking edge · shortest run from hall kitchen                                     | No dig in AE north band · Health-approved location in X · avoids USACE §404 on canal bank          |
| <b>Dumpster / BOH service</b>        | Canal rear alley                         | <b>West service drive</b> behind west retail row · gated from parking · truck access from bowl loop                                         | No service traffic on wetland/canal buffer · guests never see dumpsters                            |
| <b>Monument sign</b>                 | South neck in AE/wetland strip           | <b>Bowl mouth west pad</b> at ~29.8885 — north of PFO1Ad line · faces Manhattan from parking reveal                                         | Sign on posts or shallow footing in X · neck south of monument = landscape + PICP only             |
| <b>Neck (75' × ~240')</b>            | Monument · staging · possible structures | <b>Drive + landscape only</b> — PICP · west bank ped walk · palms in planters · <b>no containers · no piers · no fill in mapped wetland</b> | \$40-444 no parking in neck · AE + PFO1Ad = no build band · monument @ bowl mouth ~29.8885+ Zone X |
| <b>Canal north edge</b>              | Kitchen · grease · 4-box BOH             | <b>50' no-disturb buffer</b> — palms · grass · optional detention swale · <b>no piers · no excavation · no guest program</b>                | AE BFE -3 · NWI on bank · USACE/LDWF if any fill or ditch                                          |
| <b>Parking + Great Hall + 8 shop</b> | Bowl center (already correct)            | <b>Unchanged</b> — south/center bowl Zone X · primary occupied floor documented on site plan                                                | ~1.89 ac buildable heart stays intact                                                              |
| <b>RR module</b>                     | —                                        | <b>South hall edge or west promenade</b> — accessible path from parking · inside X bowl                                                     | Shared district RR · no RR in AE bands                                                             |

## Reconfigured site plan (ASCII lock)

|                                                                                                              |                  |  |  |
|--------------------------------------------------------------------------------------------------------------|------------------|--|--|
| SOUTH · MANHATTAN BLVD                                                                                       |                  |  |  |
| NECK: PICP drive + palms ONLY · AE + PFO1Ad · NO BUILD                                                       | ~29.886-29.888   |  |  |
| MONUMENT (west pad @ bowl mouth) · PARKING visible<br>MIRAGE GREAT HALL + BAR + KITCHEN WEST (2×40' in hall) | ~29.8885+ Zone X |  |  |
| PALM COURTYARD · 6 retail west   walk   6 retail east<br>WEST SERVICE: grease pit · dumpster · prep 2×40'    | Zone X           |  |  |
| CANAL BUFFER: landscape · 50' no dig · NO STRUCTURES                                                         | ~29.893+ AE      |  |  |
| NORTH · HEEBE CANAL                                                                                          |                  |  |  |

## Flood compliance — split-zone site (when AE is unavoidable)

| Location                                 | Rule                                                               | Drawing / CO requirement                                                             |
|------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>All occupied floor in Zone X bowl</b> | Primary path — no SFHA design for hall · retail · kitchen · grease | Civil PE marks Zone X envelope on MU-CD site plan · AOR notes lowest floor elevation |
| <b>Neck / monument in AE south</b>       | <b>Prefer avoidance</b> — monument north to X · neck = surface +   | If any slab in AE: lowest floor ≥ BFE -4 · no electrical below BFE · EC at final     |

landscape only

|                                 |                                                                        |                                                                              |
|---------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Canal buffer in AE north</b> | <b>No occupied structures</b> — passive landscape only                 | No EC required for landscape · no fill without engineer + USACE screen       |
| <b>Piers in mixed zones</b>     | PE pier schedule notes FIRM zones · footings only in approved envelope | Geotech on coastal fill before pour · no pier in PFO1Ad without delineation  |
| <b>Lender / insurance</b>       | Zone X levee may still trigger flood questions                         | ALTA Table A Item 3 · EC at building corners · NFIP optional but recommended |

## Wetland compliance — NWI avoidance envelope

| Action                   | Do                                                                                                            | Do not                                                                                |
|--------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>South neck PFO1Ad</b> | Re-use existing gravel drive · PICP over existing grade · monument north of ~29.8885                          | Fill · rip · pier footings · grease pit · container staging pads in mapped wetland    |
| <b>Canal bank</b>        | 50' landscape buffer · maintain existing grade · palms in planters on X side of buffer                        | Canal-line kitchen · in-ground interceptor · canal bank grading · ditch without USACE |
| <b>Main bowl</b>         | All 32 boxes @ CO · grease pit · piers · sewer lateral origin in X center                                     | Push any occupied module north of ~29.8925                                            |
| <b>Pre-construction</b>  | Wetlands Mapper screenshot on site plan · delineation if survey shows overlap · pre-app ask Jefferson + USACE | Assume “canal rear is fine” without NWI check                                         |

## What we tell Jefferson at pre-app

1. “Occupied program is entirely in **Zone X bowl** — restaurant A-2 · 8 shop · shared RR · kitchen in hall west wing.”
2. “**No structures** in south neck AE/wetland band — neck is circulation + landscape only per §40-444.”
3. “**No build at canal** — north edge is 50' landscape buffer; grease and service on west drive inside X.”
4. “Civil PE will show FIRM zones + NWI avoidance envelope on Level 1 site plan.”
5. “Confirm Building accepts split-zone site with kitchen/grease in X and passive canal buffer in AE.”

## Budget / schedule impact

| Item                      | Impact                                                                                                    |
|---------------------------|-----------------------------------------------------------------------------------------------------------|
| <b>58-box count</b>       | Unchanged — kitchen moves from canal cluster into hall west + west prep row                               |
| <b>Loan 1 hard \$202k</b> | Unchanged — grease pit moves ~60' south/west · same \$6.5k interceptor line                               |
| <b>Hood duct run</b>      | Shorter horizontal run (kitchen in hall) · exhaust still terminates north/up — verify AOR makeup-air path |

|                               |                                                                                                                                     |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Soft +<br/>delineation</b> | Add <b>\$2–5k</b> wetland delineation to soft if parish/USACE flags south neck or canal buffer<br>· ALTA flood cert in survey scope |
| <b>Guest<br/>experience</b>   | Improved — kitchen hidden in hall west · court stays hero · canal becomes green<br>backdrop not dumpster alley                      |

**Do not revert to canal BOH** on permit drawings. Old renderings showing kitchen at Heebe tree line are superseded by this §15 lock. If ALTA/delineation finds wetland farther south than NWI desktop screen, pull occupied footprint south — never north into canal band.

## [[TOC:17]]17 • Investor risk summary — concerns & mitigations

**Bottom line:** Zoning and use path are **sound** (MU-CD restaurant + retail · permanent modular building). Risk is **execution** — budget, Fire Marshal scope, utilities, and timeline — not “can we get permitted at all.” Written pre-app before spend is the gate.

| Risk                             | Severity     | What stops you                                                                    | Mitigation                                                                                                                                                                |
|----------------------------------|--------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Flood + wetlands</b>          | Med–<br>High | AE south neck + AE canal · PFO1Ad wetland on neck · canal BOH = dig delay / \$404 | <b>\$15 build lock</b> — all occupied program in Zone X bowl · kitchen in hall west · grease on west drive · canal = landscape only · ALTA + delineation before pier pour |
| <b>No written pre-app</b>        | High         | Wrong program · reorder boxes · fail MU-CD mix                                    | Jefferson conference Week 1 · <a href="#">21-question script</a> · email confirmations before land close / box order                                                      |
| <b>Fire Marshal · sprinklers</b> | High         | ~\$100–150k scope not in Loan 1 · delays CO                                       | Fire Marshal plan review pre-pier · AOR fire-area layout · budget Phase 2/NOI if required · do not promise “no sprinklers” to investors                                   |
| <b>Hard \$202k underfunded</b>   | High         | Sub bids 40–60% above owner-GC lines · contingency gone                           | Owner-GC set/weld discipline · written container quote · geotech before pier pour · hold \$8k contingency to Week 16                                                      |
| <b>Gravel parking</b>            | Med–<br>High | \$9 line ~\$3.5k vs realistic \$25–45k for 100–120 stalls                         | Civil PE all-weather letter · phase stall count Day 1 · asphalt from NOI · Engineering sign-off at site plan                                                              |
| <b>Entergy + sewer lateral</b>   | Med–<br>High | 6–12 wk utility clock · deep flag-lot sewer run                                   | File Entergy + sewer Week 1 parallel permits · budget \$15–25k lateral if sub bids                                                                                        |
| <b>\$40-447(h) finish</b>        | Med          | Raw metal to Manhattan/court = plan revision · no CO                              | Slat+glass on AOR elevations · install before CO on guest faces · NOI supplement if Phase 6 \$14k tight                                                                   |
| <b>Two-loan open</b>             | Med          | CO with empty hall · no health final without Loan 2                               | Line up ~\$170k equipment loan at CO · ~\$883k total to serve food · F&B pays Loan 2                                                                                      |
| <b>Timeline 16 wk</b>            | Med          | Parish · JPSO ~45d · Entergy lag                                                  | Underwrite <b>20–28 weeks</b> to soft open · stack week is fast · paperwork isn’t                                                                                         |
| <b>200A vs load</b>              | Med          | 400A upgrade +\$25–40k not in Loan 1                                              | Load calc before permit · reserve upgrade path                                                                                                                            |
| <b>Alcohol 300’</b>              | Med          | JPSO denial if church/school/playground too close                                 | Survey walk before bar underwriting · restaurant-class path only                                                                                                          |

|                                     |             |                                                                                            |                                                                                                             |
|-------------------------------------|-------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>12/12 lease Day 1</b>            | Low–<br>Med | Empty promenade hurts district read                                                        | Underwrite <b>6 founding @ \$1,150</b> covers note · fill to 12 from NOI                                    |
| <b>VE pressure · cut containers</b> | <b>High</b> | “Save \$40k” by dropping retail row → strip center · no promenade shade · no district read | <b>Non-negotiable 32 boxes @ CO.</b> VE elsewhere: PICP · asphalt · 6 LOIs · <a href="#">no-shrink lock</a> |
| <b>Container review friction</b>    | Low–<br>Med | Slower plan review · unfamiliar reviewer                                                   | Submit as connected commercial building · PE piers · not “storage containers” language                      |

### What we are confident about

- **MU-CD use mix** — restaurant (A-2) + retail + accessory bar/court is by-right on site plan, not conditional nightclub/venue path
- **Module size** —  $2 \times 40' = 640$  SF per suite meets §40-447(j)  $\geq 500$  SF rule
- **Permanent foundations** — PE pier schedule is standard commercial path under §40-447(k), not pop-up storage
- **Mortgage math** — 6 founding suites @ \$1,150 = \$6,900/mo vs \$4,704 P&I · rent pays note before food

### What kills the project (avoid)

- Ordering 32 boxes @ CO or pouring piers before written pre-app + Fire Marshal OL/sprinkler letter
- Marketing as concert venue / nightclub to parish or investors while permitting as restaurant
- Assuming Loan 1 alone opens a restaurant (need Loan 2 for health final)
- Sub-GC bid on \$202k hard without raising budget or cutting scope

**Investor ask:** Fund Loan 1 (\$630k) for land + shell to CO. Accept that ~\$170k **Loan 2** and possible **sprinkler / parking / finish supplements** sit outside this raise. Sponsor commits to pre-app first · no container spend until parish + Fire Marshal respond in writing.

## [[TOC:18]]18 • The ask

**\$630,000 real estate loan — this raise only.** Land + shell to CO · tenants pay **\$4,193/mo mortgage**. ~\$170k **equipment loan is separate** — kitchen · furnishings · open — **NOT wrapped in the real estate loan** (~\$800k total to serve food).

### **Pre-app confirmation checklist (before investor close optional)**

1. MU-CD Level 1 site plan — mixed restaurant + retail + accessory court patio
2. Connected modular commercial building on PE pier foundations — one AOR-supervised permit
3. §40-447(h) architectural finish on all metal faces shown on elevations
4. Shared RR fixture count — Health + AOR sign-off
5. Fire Marshal written response — posted OL · fire areas · sprinkler scope · fire alarm
6. Accessory bar on restaurant CO · court patio on alcohol premises map
7. 300' alcohol distance verified on survey
8. Parking surface accepted by Engineering — civil PE letter
9. Civil PE marks **FEMA zones** + **NWI avoidance envelope** on MU-CD site plan — occupied program in Zone X only (§15)
10. Building accepts **split-zone site** — kitchen/grease in X bowl · canal north = passive landscape buffer · no canal BOH
11. Jefferson Engineering — local drainage / Heebe backwater · grade away from hall
12. ALTA Table A flood zone certification + BFE at building corners · Wetlands Mapper screenshot · delineation if overlap

## [[TOC:19]]19 • AOR / engineer handoff package

**For licensed AOR • civil PE • structural PE • MEP:** Owner drawings are coordination only. Trace on **PLS #8387 ALTA** • detail • seal. Full zip read order: [handoff package](#) • RFP checklist: [AOR RFP checklist](#).

**Authority lock:** 1705 Manhattan Blvd • PLS #8387 • MU-CD docs govern. Lot Z / 55197 Old Gentilly REV 7–10 in 02–ARCHITECT–AOR–DESIGN/ and PDF–EXPORTS/ = reference only • not permit authority unless cited by 1705 docs.

### Package navigation — 1705 Manhattan authority docs

| Category                       | Path • role                                                                                        |                                                                            |
|--------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <b>Program lock</b>            | <a href="#">PROGRAM-LOCK.md</a> • 32 boxes @ CO • 8 shops • flood envelope                         |                                                                            |
| <b>Full buildout schedule</b>  | <a href="#">FULL-BUILDOUT-SCHEDULE-LOCK.md</a> • 47 lines • where • why • partner sheet            |                                                                            |
| <b>Bal Harbour Raleigh ref</b> | <a href="#">BAL-HARBOUR-RALEIGH-REFERENCE-LOCK.md</a> • full Day 1 • 32 boxes @ CO                 |                                                                            |
| <b>Site layout</b>             | <a href="#">SITE-LAYOUT-LOCK.md</a> • survey + photos + neck geometry                              |                                                                            |
| <b>Option B stack</b>          | <a href="#">CONTAINER-MODULE-BUILD.md</a> • <a href="#">BAL-HARBOUR-STACK-LOCK.md</a>              |                                                                            |
| <b>Permanent structure</b>     | <a href="#">PERMANENT-STRUCTURE.md</a> • pier • weld-before-cut • CO path                          |                                                                            |
| <b>Structural PE data</b>      | <a href="#">STRUCTURAL-CONTAINER-DATA.md</a> • S1.1–S1.3 deliverables                              |                                                                            |
| <b>Survey baseline</b>         | assets/survey–1705–manhattan–pls8387.pdf • <a href="#">SURVEY-BASELINE-PLS8387.md</a>              |                                                                            |
| <b>Blueprint survey lock</b>   | <a href="#">BLUEPRINT-SURVEY-LOCK.md</a>                                                           | 10 SVG sheets • PLS #8387 plat dims • stamp checklist • AOR trace workflow |
| <b>Prelim blueprints</b>       | professionals/blueprints/pdf/PRELIMINARY–UNSEALED–BLUEPRINT–PACKET.pdf • SVG Ao–FS • S1.1–S1.2     |                                                                            |
| <b>Parking entry lock</b>      | <a href="#">PARKING-ENTRY-PLAN-LOCK.md</a> • Lo.2 • steps 1–6 • T-01–T-52                          |                                                                            |
| <b>Good neighbor / noise</b>   | <a href="#">GOOD-NEIGHBOR-NOISE-PLAN.md</a> • IHOP silent lock • mock dBA test • parish submittal  |                                                                            |
| <b>Site concept hub</b>        | <a href="#">manhattan-1705-site-concept.html</a> • photos • renders • parking tabs                 |                                                                            |
| <b>Legacy • do not trace</b>   | 02–ARCHITECT–AOR–DESIGN/REV–9.5 • REV 7 site plans • 20' kiosk foundation schedule • Lot Z surveys |                                                                            |



## Authority documents (read in order)

| Doc                                          | Contents                                                                                                                             |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Program lock</a>                 | One page · 32 boxes @ CO · 8 shops · \$15 flood/wetlands envelope · do not redraw                                                    |
| <a href="#">Sheet index</a>                  | CD permit set list · AO—FS sheets                                                                                                    |
| <a href="#">Survey baseline PLS #8387</a>    | Flag lot dimensions · flood bands · easements · code vs survey checklist                                                             |
| <a href="#">City approval circulation</a>    | Rev A submit set · west ped walk · dual sight · Plan B fallback                                                                      |
| <a href="#">Parking circulation lock</a>     | Split mouth · one-way loop · on-site queue · no ROW jams · C-1.0 civil deliverables                                                  |
| <a href="#">Parking master plan Rev B</a>    | Complete plan · 75' budget · 45 stalls · ped · peak · code · phasing                                                                 |
| <a href="#">Parking master visual</a>        | Full site · cross-section · stall layout · tabs                                                                                      |
| <a href="#">Traffic control site plan</a>    | Full parking site plan visual · terrace · neck · bowl · sign schedule                                                                |
| <a href="#">NOLA street enter/exit audit</a> | Photo 8768 verified · NW/SE couplet · enter west · exit east YIELD · Q41                                                             |
| <b>Pre-app backup sheet</b>                  | <a href="#">PRE-APP-12-QUESTIONS-WITH-BACKUP.md</a> · 12 questions · owner due diligence · backup exhibits · requested confirmations |
| <b>Pre-app script</b>                        | <a href="#">PRE-APP-SCRIPT.md</a> · full question bank · circulation Q36–41 · noise Q33                                              |
| <b>Parking entry lock</b>                    | <a href="#">Parking entry plan lock</a> · Lo.2 · vivid 6-step sequence · terrace queue                                               |
| <b>Good neighbor / noise</b>                 | <a href="#">Good neighbor noise plan</a> · IHOP · bank · ROW · mock test · 30-day log                                                |
| <a href="#">Flood/wetlands</a>               | FEMA 22051C0220F · NWI PFO1Ad · reconfigured build                                                                                   |
| <a href="#">Permanent structure</a>          | §40-447(j)(k)(h) · pier · weld · CO path                                                                                             |
| <a href="#">Site concept + photos</a>        | Bank · IHOP · poles · neck geometry                                                                                                  |

## Week 1 RFPs (owner commission before CDs)

| Scope                            | Document                             | Deliverable                                           |
|----------------------------------|--------------------------------------|-------------------------------------------------------|
| <b>ALTA + geotech + wetlands</b> | <a href="#">ALTA/geotech scope</a>   | Boundary · topo · flood cert · borings · pier bearing |
| <b>Utilities + 811</b>           | <a href="#">Utility scope</a>        | Entergy · sewer lateral · water · gas · locate        |
| <b>Structural</b>                | <a href="#">Container data req</a>   | Pier schedule · stack weld · void roof · wind         |
| <b>MEP</b>                       | <a href="#">MEP load assumptions</a> | 200A vs 400A · hood · grease west · Loan 1/2 split    |

## Still missing (blocks stamped drawings)

- **Stamped ALTA** with Table A flood + easements + 300' alcohol map (PLS #8387 boundary survey **on file** — trace baseline ready)
- **Geotech report** — coastal fill bearing for pier schedule
- **Written pre-app + Fire Marshal** responses — OL · sprinklers · one-permit path

- **Utility letters** — Entergy · sewer tap · 811 ticket
- **Wetland delineation** if ALTA confirms NWI in grading path (~\$2–5k)

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References: Jefferson Parish Code Ch. 33 · Ch. 40 MU-CD §40-442–447 · §40-662 · LA State Uniform Construction Code (2021 IBC) · LA OSFM · Jefferson Health · JPSO · RS 26:281 · FEMA NFHL 22051Co22oF · NWI · PLS #8387 · [12-question pre-app backup](#) · [Pre-app script](#) · [Flood/wetlands memo](#) · [AOR/PE handoff](#).

**Not legal advice.** Fire Marshal and parish interpretation govern — obtain written pre-app responses before construction spend.

Contact: [Sponsor name · phone · email — insert before distribution]

## [[TOC:20]]20 • Appendix — menus • flyers • game day print

**Combined master PDF** includes this investor packet plus print-ready menus and flyers (appendix pages follow). Regenerate: python3 website/scripts/merge-investor-master-pdf.py

| Document                  | File                                                  | Pages | Use                                              |
|---------------------------|-------------------------------------------------------|-------|--------------------------------------------------|
| Game day menu             | <a href="#">1705-MIRAGE-GAME-DAY-MENU-PRINT.html</a>  | 2     | Towers • buckets • staff script • Saints/LSU/MNF |
| Saints • LSU • MNF flyers | <a href="#">1705-MIRAGE-SAINTS-SUNDAY-FLYER.html</a>  | 3     | Social • front door • booth QR                   |
| Sunday brunch flyers      | <a href="#">1705-MIRAGE-SUNDAY-BRUNCH-FLYERS.html</a> | 2     | Gospel 11:30 • Jazz 2:00 • Seating A/B           |
| Dinner menu (print)       | <a href="#">1705-MIRAGE-MENU-PRINT.html</a>           | 4     | Full supper club • signatures • VIP              |
| Brunch menu (print)       | <a href="#">1705-MIRAGE-BRUNCH-MENU-PRINT.html</a>    | 4     | Weekend brunch • mimosas • stars                 |

**Master PDF on Desktop:** *Mirage-Investor-Full-Vision.pdf* = §1–20 investor vision + all menus/flyers appended. Game programming logic in **§10D** • game packages match appendix game day menu.

## 20B • Package asset index — photos • renders • blueprints

**1705 Manhattan authority only.** ~70 concept renders in *website/assets/* • 9 site JPGs + 30 WhatsApp field research pics • unsealed SVG/PDF blueprint packet. No native .dwg/.dxf — AOR traces coordination SVGs to stamped CDs.

| Asset type            | Location • count                                                                           | Best files                                                        |
|-----------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| Site photos           | <i>assets/1705-property-photos/</i> • 8760–8768.jpg                                        | <b>8768.jpg</b> neck money shot • bowl angles 8760–8767           |
| Field research        | <i>assets/1705-property-photos/whatsapp-jun2026/</i> • wa-01–wa-29                         | wa-02 neck • wa-14 bowl access • wa-25 bowl mouth                 |
| Survey                | <i>assets/survey-1705-manhattan-pls8387.pdf</i> + .png                                     | PLS #8387 on file • stamped ALTA still needed                     |
| Layout authority      | <i>professionals/blueprints/svg/1705-REV-H-WEST-EXACT-CAD-SHEET.svg</i> • blueprint packet | Ao.o-X exact CAD • PLS #8387 • 68 stalls • Mirage 80×60 • 8 shops |
| Bal Harbour B/W (USE) | <i>assets/1705-reference/</i>                                                              | White boxes • black glass • portal • promenade • court • aerial   |
| Outdoor court bar     | <i>docs/1705-MANHATTAN-OUTDOOR-COURT-BAR-LOCK.md</i>                                       | Center round bar • no LED • §0C • §10F                            |

|                                            |                                                                                                              |                                                                                                                     |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Authority visuals</b>                   | assets/1705-reference/                                                                                       | Partner boards · survey aerial · site 8768 · <a href="#">REV H gallery</a>                                          |
| <b>Life · court</b>                        | 1705-vision-court-round-bar-hero.jpg (pending) · hall-interior-correct                                       | Round bar center · correct hall layout · <b>no north LED</b>                                                        |
| <b>Interior lock doc</b>                   | docs/1705-MANHATTAN-GREAT-HALL-INTERIOR-LOCK.md · A1.1 SVG                                                   | Kitchen west · bar east · no circular bar · \$4M                                                                    |
| <b>Rejected · Gentilly / wrong project</b> | 1705-on-site-pov-*.jpg · 1705-hyperreal-v2-* · 1705-mirage-hyperreal-*                                       | Maison Mirage / Lot Z · CELEBRATION BAR · wrong parking · do not use                                                |
| <b>Rejected · display board</b>            | 1705-manhattan-investor-display-board-v2-views1-10.png                                                       | 100+ parking · wrong geometry · removed from PDF                                                                    |
| <b>Rejected hall render</b>                | 1705-hyperreal-v2-hall-saints-gameday.jpg                                                                    | Wrong layout · circular bar · do not use                                                                            |
| <b>Parking entry authority</b>             | 1705-PARKING-68-ENGINEERED-STRIPING.html · L0-2-PARKING-ENTRY-PLAN-SHEET.svg · A0-2-PRELIM-PARKING-SHEET.svg | Split enter/exit · 68 stalls · 6-step sequence · 6+22+4+18                                                          |
| <b>Bal Harbour tour ref only</b>           | assets/1705-bal-harbour-*.png                                                                                | Mood reference · NOT our site · NOT permit authority                                                                |
| <b>Blueprints (unsealed)</b>               | professionals/blueprints/svg/ + pdf/                                                                         | Ao.0-X exact CAD · Ao.1 context site · Ao.2 parking · A1.1 floor · A2.1 fire access · FS1.1 · S1.1/S1.2 · Lo.1/Lo.2 |
| <b>HTML visuals</b>                        | website/1705-*.html · ~40 pages                                                                              | site-concept hub · parking master · survey photo lock · circulation stack                                           |
| <b>Legacy · reference</b>                  | 02-ARCHITECT-AOR-DESIGN/mockups/ · REV 7 SVGs                                                                | Do not use as 1705 permit authority                                                                                 |

## 20C · Pre-permit package folders

| Folder                            | Audience                                |
|-----------------------------------|-----------------------------------------|
| 01-CITY-PERMIT-ZONING/            | Planning · building · fire pre-app      |
| 02-ARCHITECT-AOR-DESIGN/          | AOR · drafters · legacy Lot Z reference |
| 03-ENGINEER-CIVIL-STRUCTURAL-MEP/ | Civil · structural · MEP · survey       |
| 04-OWNER-CAPITAL-EXECUTION/       | Investor / lender internal              |
| 05-OPERATIONS-EVENTS/             | Ops / events                            |
| 00-INBOX-PLACEHOLDERS/            | RFP checklist for stamped deliverables  |



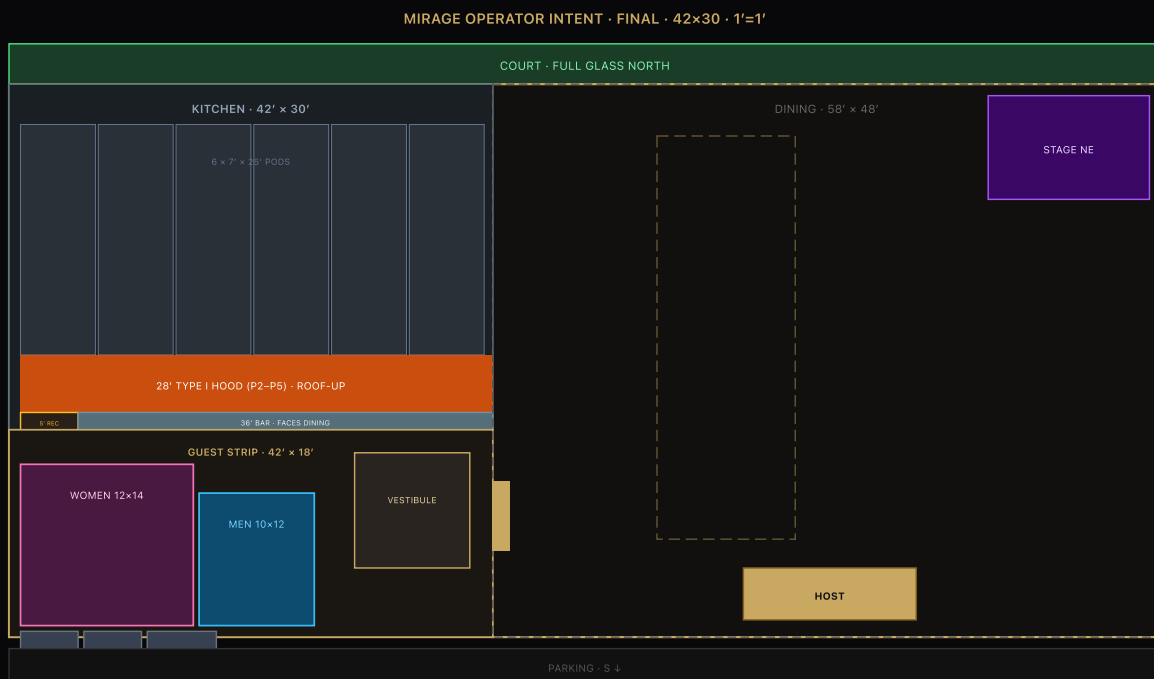
## MIRAGE · OPERATOR INTENT · FINAL

**42'×30' kitchen** · six 7'×25' cubicles · **28' Type I hood (P2–P5, roof-up exhaust)** · **34' N–S bar** on the east kitchen wall · **42'×18' guest strip** (vestibule · W/M · support) · **58'×48' dining** · 12' promenade · NE stage · court north · ~150 OL indoor.

LOCKED · Jun 2026 · supersedes 30×48 west stack

Dimensioned authority: [Cubicle Row sheet](#) · flow + code basis: [Kitchen Flow + Life-Safety sheet](#). The plan below is schematic; the bar runs N–S on the east kitchen wall and the hood is a single 28' canopy over the four hot bays exhausting straight up.

### FULL PLAN · 100' × 48' · N ↑ COURT



100' × 48' = 4,800 SF (unchanged shell)  
 Kitchen 42×30 (1,260) + Guest strip 42×18 (756) + Dining 58×48 (2,784)

### LOCKED PROGRAM

- 42'×30' kitchen · 6 cubicles 7'×25' · 28' Type I hood (P2–P5) · roof-up exhaust · 5' service band
- 34' N–S bar on east kitchen wall · 13 purple stools
- 42'×18' guest strip · vestibule · W/M · jan/elec/coat
- 58'×48' dining · 12' promenade · NE stage

- Court glass north · host south · dual-channel kitchen (court pickup + dine-in expo)
- ~150 OL indoor · court/bar rail for peak

**Where you saved (~\$15–20k net):** –576 SF dining FF&E (~\$14–22k Loan 2) · no RR/kitchen rework (~\$5–15k soft) · same 4,800 SF shell (no extra boxes) · 28' hood over the 4 hot bays (P1/P6 cold = no hood) and one roof-up riser instead of multiple hoods or long horizontal duct.

#### AOR GATE

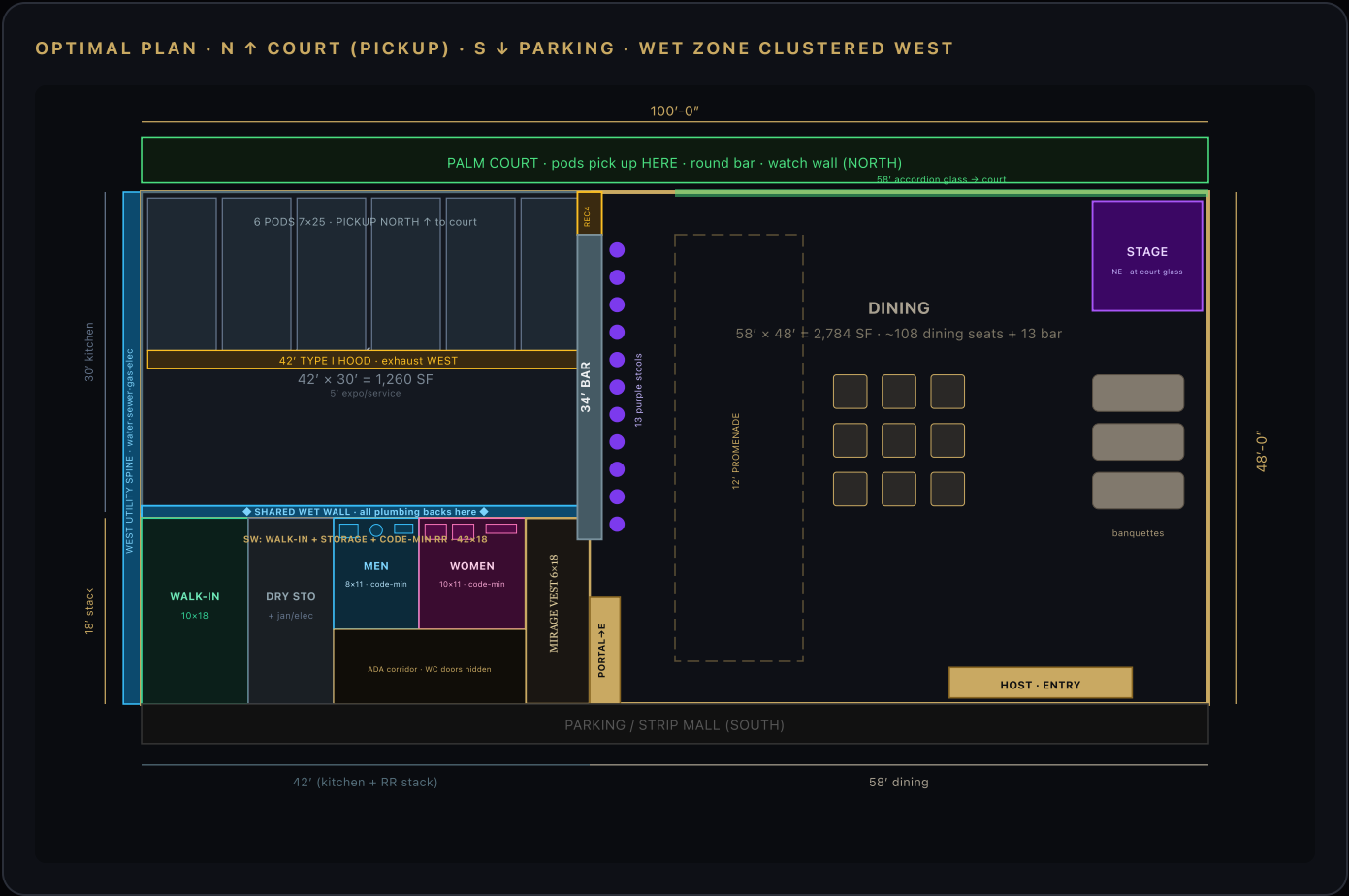
- Walk-in + dish equipment matrix
- Table 2902.1 fixture row @ OL
- Court M/W bank (separate)

[Guest strip detail](#)   [Savings lock](#)   [Clearance study](#)

MIRAGE · CHARRETTE OPTIMAL PLAN · CLOUD KITCHEN STAYS · MEP-CLUSTERED · 1'=7PX · JUN 2026

Multidisciplinary consensus: the cloud kitchen's **north-facing pickup pods** need **42'** of court frontage, fixing the kitchen at 42'W x 30'D. The 18' below becomes the **restroom + utility stack with every wet fixture on one shared wall** — max plumbing/electric savings. Restrooms stay OUT of the dining floor.

CLOUD KITCHEN PRESERVED · WET WALL STACKED · NO RR IN DINING



WHY THIS IS THE CONSENSUS

**Kitchen consultant:** 6 north-pickup pods = 42' frontage. Non-negotiable. Kitchen = 42W x 30D.

**MEP engineer:** RR stack sits under kitchen → fixtures back-to-back on ONE wet wall → half the pipe, one chase, one vent stack. Elec room on west spine.

**Architect:** Restrooms leave the dining floor entirely. Vestibule portal is the only thing guests see — hotel-lobby moment.

**City planner:** Public path never crosses prep (rated wall). Court RR second bank serves retail. Clean A-2 egress.

PLUMBING / ELECTRIC SAVINGS

| MOVE | SAVING |
|------|--------|
|------|--------|



|                                 |                         |
|---------------------------------|-------------------------|
| RR fixtures on kitchen wet wall | 1 shared chase vs 2     |
| Single vent stack zone          | ~½ roof penetrations    |
| Elec room on west spine         | Shortest service run    |
| Bar sinks tie to same zone      | No east plumbing run    |
| Water heater in mech room       | Short hot runs to K+RR  |
| Hood exhaust west wall          | No long duct / no court |

#### SF RECONCILIATION

| ZONE             | DIMS   | SF             |
|------------------|--------|----------------|
| Cloud kitchen    | 42×30  | 1,260          |
| RR/utility stack | 42×18  | 756            |
| Dining           | 58×48  | 2,784          |
| <b>TOTAL</b>     | 100×48 | <b>4,800 ✓</b> |

#### SEATED COUNT (58×48 DINING)

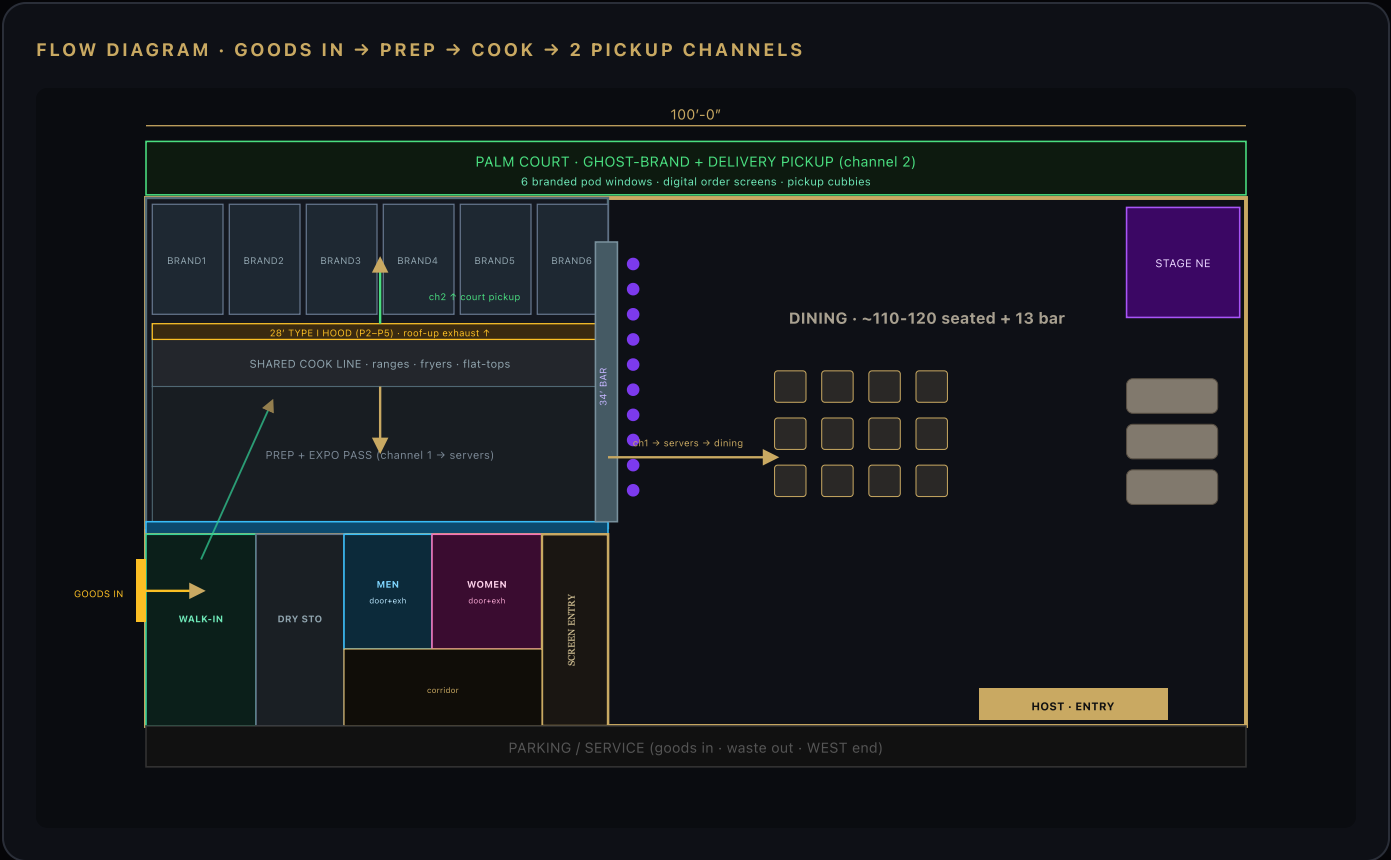
| TYPE                         | QTY | SEATS       |
|------------------------------|-----|-------------|
| 4-tops                       | 12  | 48          |
| 2-tops                       | 8   | 16          |
| Banquettes (east wall)       | 6   | 28          |
| Lounge / stage edge          | —   | 16          |
| <b>Dining seats</b>          | —   | <b>~108</b> |
| Purple bar stools            | 13  | 13          |
| <b>Total seated</b>          | —   | <b>~120</b> |
| Peak w/ standing (posted OL) | —   | ~135–150    |

Restrooms shrunk to **code-minimum** (Men 8×11, Women 10×11, 6' vestibule). The ~490 SF freed in the SW becomes the **walk-in cooler + dry storage** the kitchen needed — solves the old AOR walk-in gate. Dining (58×48) is untouched by restrooms.

MIRAGE · BEST CLOUD KITCHEN · FULL FLOW REVIEW · KITCHEN → COURT · JUN 2026

Team charrette: optimize the cloud kitchen as a **dual-channel money machine** — dine-in expo south to servers AND ghost-brand pickup north to court — with clean goods-in, waste-out, and zero staff/guest cross-traffic. Capacity target **~150 indoor + ~150 court**.

DOORS + EXHAUST ON RR · 150 OL · DUAL-CHANNEL KITCHEN



**WHY THIS IS THE BEST CLOUD KITCHEN**

**Dual revenue, one kitchen:** 6 pods = 6 virtual/ghost brands selling delivery + court pickup (channel 2) WHILE the same line feeds Mirage dine-in via south expo (channel 1). One labor pool, two revenue streams.

**Zero cross-traffic:** Goods in + waste out at the WEST service end · guests never see BOH · servers pick up at south expo · delivery drivers/court guests pick up at north windows only.

**One wet wall:** kitchen + bar + restrooms share the west/utility spine and the shared south wet wall — minimum plumbing + electric.

**Walk-in solved:** cooler + dry storage now have a home in the SW (was an open AOR gate).

CAN WE DO ~150 EACH? — HONEST READ

| ZONE | COMFORTABLE | HOW |
|------|-------------|-----|
|------|-------------|-----|

|                         |               |                                                 |
|-------------------------|---------------|-------------------------------------------------|
| Indoor seated           | ~110-120      | 12 four-tops · 8 two-tops · banquettes · lounge |
| + Bar stools            | 13            | purple rail                                     |
| + Standing/lounge       | ~20           | rail + lounge at peak                           |
| <b>Indoor posted OL</b> | <b>~150 ✓</b> | seated + bar + standing                         |
| Courtyard watch         | <b>~150 ✓</b> | round bar + GA + cabanas (separate accessory)   |

**Straight talk:** 150 *all-seated* indoors would be cramped (~11 SF/seat). 150 as **posted occupant load** — ~110-120 seated + bar + standing lounge — is comfortable and is the right number to post. Court does ~150 watch comfortably. So **~150 + ~150 = ~300 across both zones** on a game night. Sprinklered A-2, stays under the 299 single-fire-area design cap.

#### FULL REVIEW · KITCHEN TO EVERY ASPECT

| SYSTEM            | DECISION                                                                   | OWNER BENEFIT                               |
|-------------------|----------------------------------------------------------------------------|---------------------------------------------|
| Cloud kitchen     | 42x30 · 6 pods · dual-channel (court pickup + dine-in expo)                | Two revenue streams, one labor line         |
| Hood / exhaust    | 28' Type I over P2-P5 · single duct straight up through roof               | Short riser, nothing in court               |
| Goods / waste     | West service door to parking · walk-in + dry in SW                         | No BOH crossing guest areas                 |
| Bar               | 34' on east kitchen wall · 13 purple stools · 3 TVs · receiving expo north | High-margin, sightline to court             |
| Dining            | 58x48 · ~110-120 seated + lounge → ~150 OL                                 | Full hall untouched by RR                   |
| Restrooms         | Code-min gendered · doors + exhaust (odor) · screen entry (sightline)      | Smallest footprint, no smell, hidden        |
| Plumbing/electric | One wet wall + west spine                                                  | Lowest MEP cost                             |
| Court connection  | 58' accordion glass north · pods pick up to court                          | Indoor-outdoor + ghost pickup               |
| Stage             | NE corner at court glass                                                   | Seen from bar + dining, doesn't block court |

**Honest caveat:** concept-level best. AOR + kitchen consultant + MEP confirm equipment line, exact fixture count at 150 OL, ADA clearances, and grease/vent sizing at stamp. No 1000% until sealed — but this is the configuration we'd take to stamp.

## MIRAGE · CLOUD KITCHEN FLOW + CODE & LIFE-SAFETY · JUN 2026

One sheet that ties the kitchen layout to the **building flows** (goods-in, two pickup channels, waste-out) and to the **code basis** — occupancy, exits / egress, fire + hood, plumbing fixtures, and accessibility — for the locked **100'x48' Mirage**: 42'x30' NW cloud kitchen (6 x 7'x25' cubicles · 28' Type I hood over P2-P5 · single roof-up exhaust), 34' N-S bar on the kitchen wall, 42'x18' SW restroom/utility stack, 58'x48' dining.

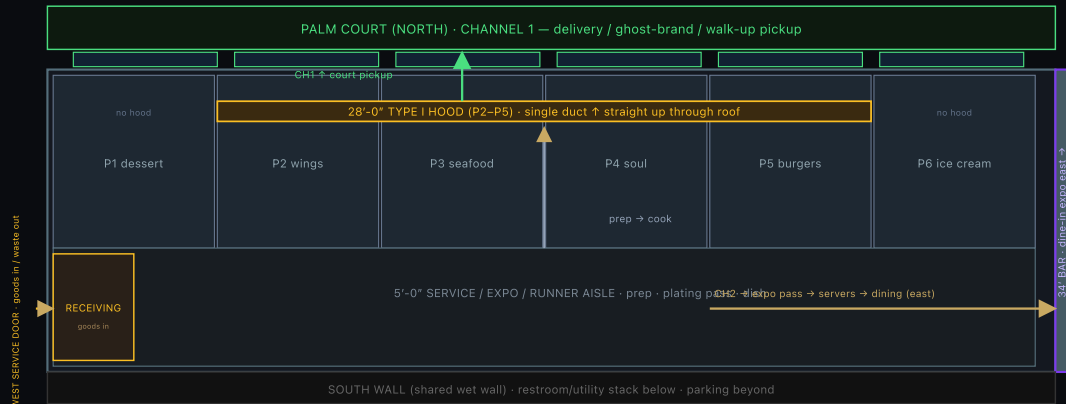
CONCEPT-LEVEL CODE BASIS · IBC/IPC 2021 + LA STATE UCC · AOR/MEP SEAL @ PERMIT

### A · THE ENTIRE KITCHEN — ONE VIEW



42'-0" wide x 30'-0" deep. 6 brand cubicles (7'x25'). The 4 center cubicles (P2-P5) share **one continuous Type I hood** with a **single duct straight up through the roof**. End bays P1/P6 = no hood. 5'-0" service / expo / runner aisle across the south, with goods-in / waste-out at the west service door. Pickup windows to the court (north); dine-in expo opens east to the bar + dining.

### B · HOW THE KITCHEN FLOWS — TWO CHANNELS, ONE LINE, ZERO CROSS-TRAFFIC



#### 1 · RECEIVE (W service door)

deliveries land at the west exterior door — never cross the court or dining

#### 2 · PREP + STORE (south band)

walk-in / dry / prep on the 5' aisle; each cook pulls back into their cubicle

#### 3 · COOK (6 cubicles)

P2-P5 hot under one hood; P1/P6 cold (no hood)

#### 4a · CHANNEL 1 — delivery

food turns north, out each cook's own court window — drivers never enter

#### 4b · CHANNEL 2 — dine-in

plates hit the south expo pass; servers carry east to bar + dining

#### 5 · WASTE OUT (W service)

trash + grease exit the same west service door, away from guests

**Why it works:** each channel is one-directional (receive → prep → cook → out). Delivery exits north to the court; dine-in exits east to the dining room — the two never collide. Servers pick up at the south expo pass, not at the cubicle mouths, so runners never interrupt a cook. One hood + one roof duct serves the 4 hot bays = cheapest compliant MEP.

## C · OCCUPANCY CLASSIFICATION + LOAD

**Use group A-2** (restaurant — food & drink). Indoor posted target **~150**; palm court is a separate accessory assembly (~150).

| AREA                                 | BASIS (IBC T.1004.5)                     | OL          |
|--------------------------------------|------------------------------------------|-------------|
| Dining 58×48 (≈1,560 net seating SF) | 15 net SF/person (tables & chairs)       | ~104        |
| Bar rail                             | fixed seats / standing                   | 13          |
| Standing / lounge (peak)             | 5 net SF/person                          | ~25         |
| Cloud kitchen 42×30 (1,260)          | 200 gross SF/person (commercial kitchen) | ~7          |
| <b>Posted indoor occupant load</b>   |                                          | <b>~150</b> |

AOR sets the final posted number from the stamped furniture plan. Kept <299 in a single fire area to stay within the design cap.

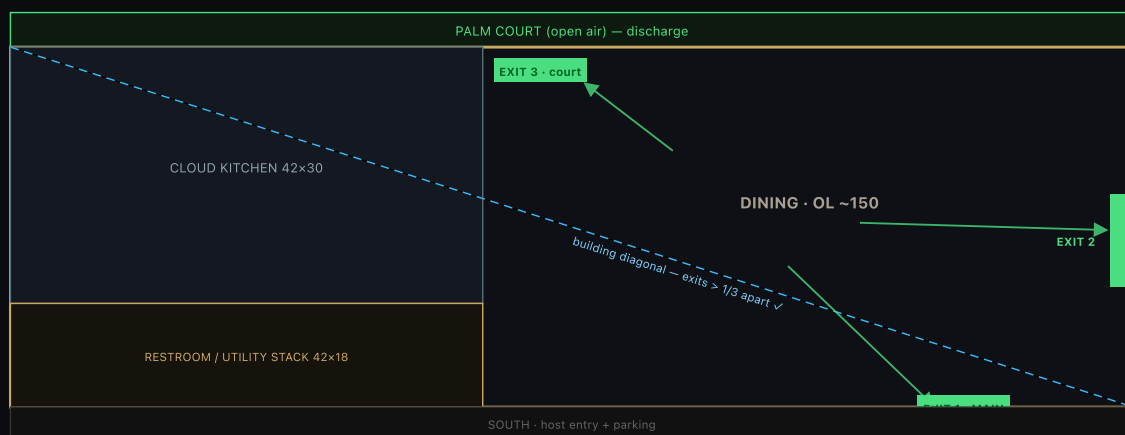
## D · EXITS & EGRESS

| ITEM                               | REQUIRED                       | PROVIDED                                                   |
|------------------------------------|--------------------------------|------------------------------------------------------------|
| Number of exits (OL 50–500)        | ≥ 2 (IBC T.1006.2.1 / 1006.3)  | <b>3 — main south host entry + dining-east + BOH/court</b> |
| Exit separation (sprinklered)      | ≥ 1/3 diagonal (1007.1.1 ex.2) | <b>opposite ends, &gt;1/3</b>                              |
| Common path of travel              | ≤ 75 ft (1006.2.1)             | <b>&lt; 75 ft</b>                                          |
| Travel distance (A-2, sprinklered) | ≤ 250 ft (T.1017.2)            | <b>&lt; 120 ft</b>                                         |

|                                             |                                        |                                   |
|---------------------------------------------|----------------------------------------|-----------------------------------|
| Egress width (level/doors)                  | OL $\times$ 0.15" = ~23"<br>(1005.3.2) | 3 $\times$ 36" doors = 96"+ clear |
| Panic hardware (A-2, OL $\geq$ 50)          | required (1010.2.9)                    | on all exit doors                 |
| Door swing                                  | out, in dir. of travel<br>(1010.1.2.1) | all egress doors out              |
| Illuminated exit signs + emergency lighting | required (1013 / 1008)                 | at each exit + path               |

The 58' accordion glass to the court is a folding partition; rated egress doors within it stay operable when folded shut. The court is a secondary egress discharge to open air.

#### E · EGRESS DIAGRAM · 2 REQUIRED / 3 PROVIDED · >1/3 DIAGONAL SEPARATION



Two exits are required for A-2 at this occupant load; three are provided (main host entry south, dining-east egress, and the court). All on opposite ends of the building so they exceed the sprinklered 1/3-diagonal separation rule, with travel distance well under the 250 ft cap.

#### F · FIRE PROTECTION + KITCHEN VENTILATION

##### Suppression & detection

| SYSTEM                                  | BASIS                                   | PROVIDED                         |
|-----------------------------------------|-----------------------------------------|----------------------------------|
| Automatic sprinklers (NFPA 13)          | A-2 >100 OL / >5,000 SF (IBC 903.2.1.2) | full coverage                    |
| Fire alarm + notification               | A-2 OL $\geq$ 100 (907.2.1)             | manual + auto                    |
| Hood fire suppression (UL 300 wet-chem) | over all grease cooking (NFPA 96 / 17A) | P2–P5 line, fuel/power interlock |
| Class K extinguisher                    | within 30 ft of cooking (NFPA 10)       | at cook line                     |
| Portable extinguishers (2A:10BC)        | travel $\leq$ 75 ft (NFPA 10)           | throughout                       |

##### Type I hood + exhaust

| ITEM                              | BASIS                                       | PROVIDED                  |
|-----------------------------------|---------------------------------------------|---------------------------|
| Type I hood over grease/smoke     | (IMC 507.2)                                 | 28' canopy, P2–P5         |
| End bays P1/P6 (cold)             | no grease load                              | Type II or none           |
| Exhaust routing                   | shortest, to roof (IMC 506 / NFPA 96)       | 1 vertical riser, roof-up |
| Grease duct enclosure / clearance | rated wrap or shaft (IMC 506.3 / NFPA 96)   | wrapped riser             |
| Makeup air                        | ≈ exhaust CFM (IMC 508)                     | tempered MUA unit         |
| Roof termination clearance        | ≥10 ft from intakes/property (IMC 506.3.13) | away from court + dining  |

Canopy runs the long way (E–W, 28') to cover four stations; the exhaust takes the short way (straight up). Roof-up discharge keeps grease, heat, and odor out of the palm court and dining room. Final CFM, duct size, and clearances come from the stamped MEP equipment schedule.

#### G • PLUMBING FIXTURES (IPC TABLE 2902.1)

| FIXTURE               | A-2 RATIO               | @ ~150 OL (75 M / 75 W) |
|-----------------------|-------------------------|-------------------------|
| Water closets — women | 1 / 75                  | 2 provided (min 1)      |
| Water closets — men   | 1 / 75                  | 1 WC + 1 urinal         |
| Lavatories            | 1 / 200                 | 1 W + 1 M (min)         |
| Service / mop sink    | 1 (2902.1)              | in utility              |
| Drinking water        | 1 / 500 (bar/server OK) | bar dispenser           |

Gendered code-minimum rooms on the shared SW wet wall behind a screen-wall entry. Odor controlled by solid self-closing WC doors + continuous mechanical exhaust. Court gets its own M/W bank (separate). AOR confirms final counts at posted OL.

#### H • ACCESSIBILITY (ADA / IBC CH.11 + ANSI A117.1)

- **Accessible route** — level entry, ≥36" clear, throughout dining + bar + court
- **Restrooms** — accessible WC stall (60" turning circle), grab bars, ≤34" lav, clear floor space
- **Doors** — 32" clear min, ≤5 lbf, accessible hardware
- **Dining** — ≥5% accessible tables, dispersed; 36" aisles
- **Bar** — accessible lowered counter section (≤34")
- **Pickup windows / host** — accessible counter segment ≤34"

No level changes on the guest floor; the accordion glass threshold is flush. Final ADA dimensioning on the stamped plan.

#### I • CODE BASIS AT A GLANCE

A-2 restaurant    ~150 indoor OL    3 exits / 2 required    NFPA 13 sprinklered    fire alarm @ OL≥100    UL 300 hood suppression  
 28' Type I hood roof-up    panic hardware    exit signs + emergency light    gendered code-min RR    service sink  
 ADA route + fixtures

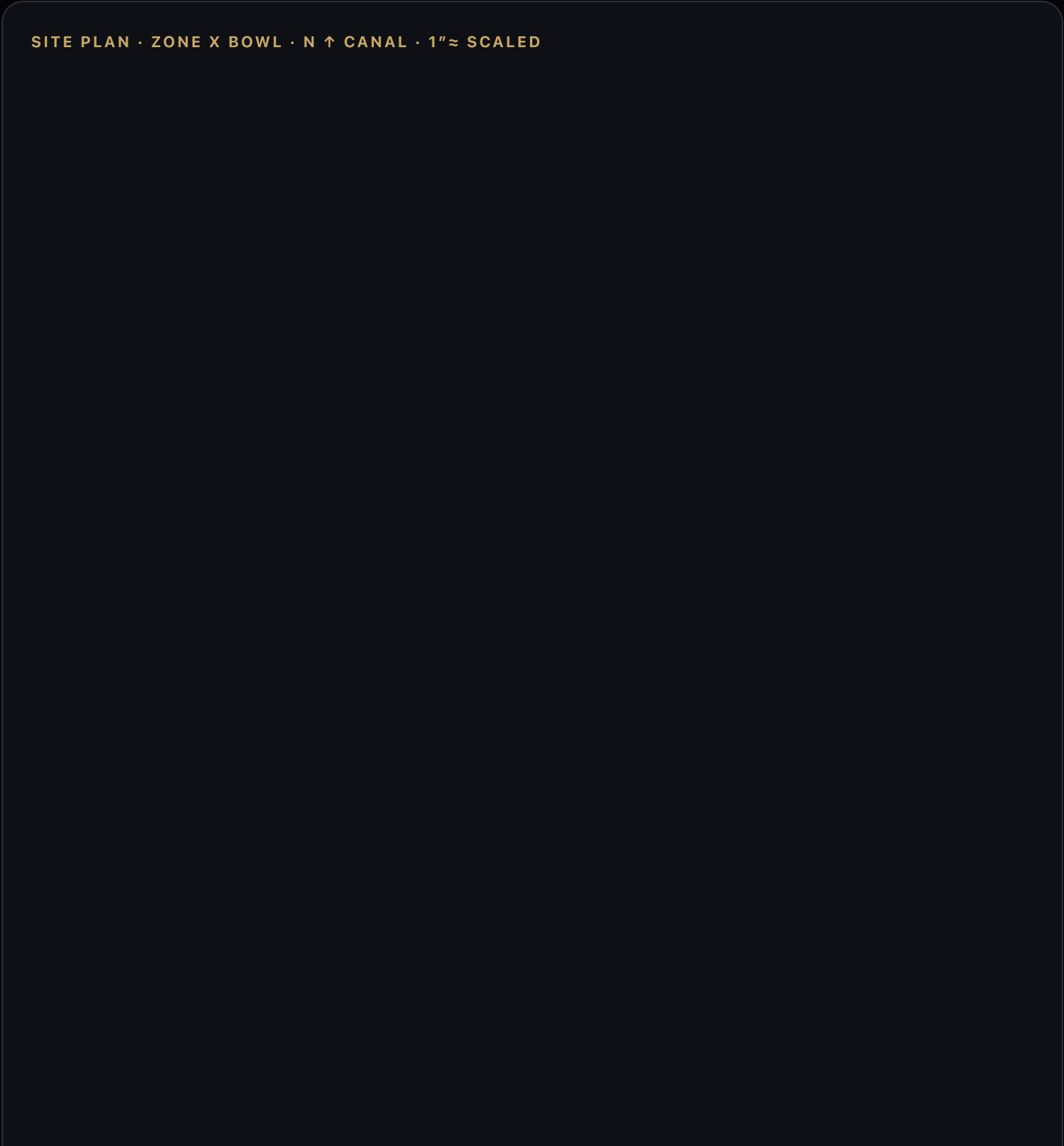
**Honest caveat:** this is a concept-level code basis using IBC/IPC/IMC 2021 + NFPA 96/13/10 as adopted by the Louisiana State Uniform Construction Code. It establishes that the locked layout is buildable and compliant in principle. Final occupant load, fixture counts, egress widths, sprinkler/alarm design, hood CFM, and ADA dimensions are set and sealed by the AOR + MEP engineer on the permit drawings.

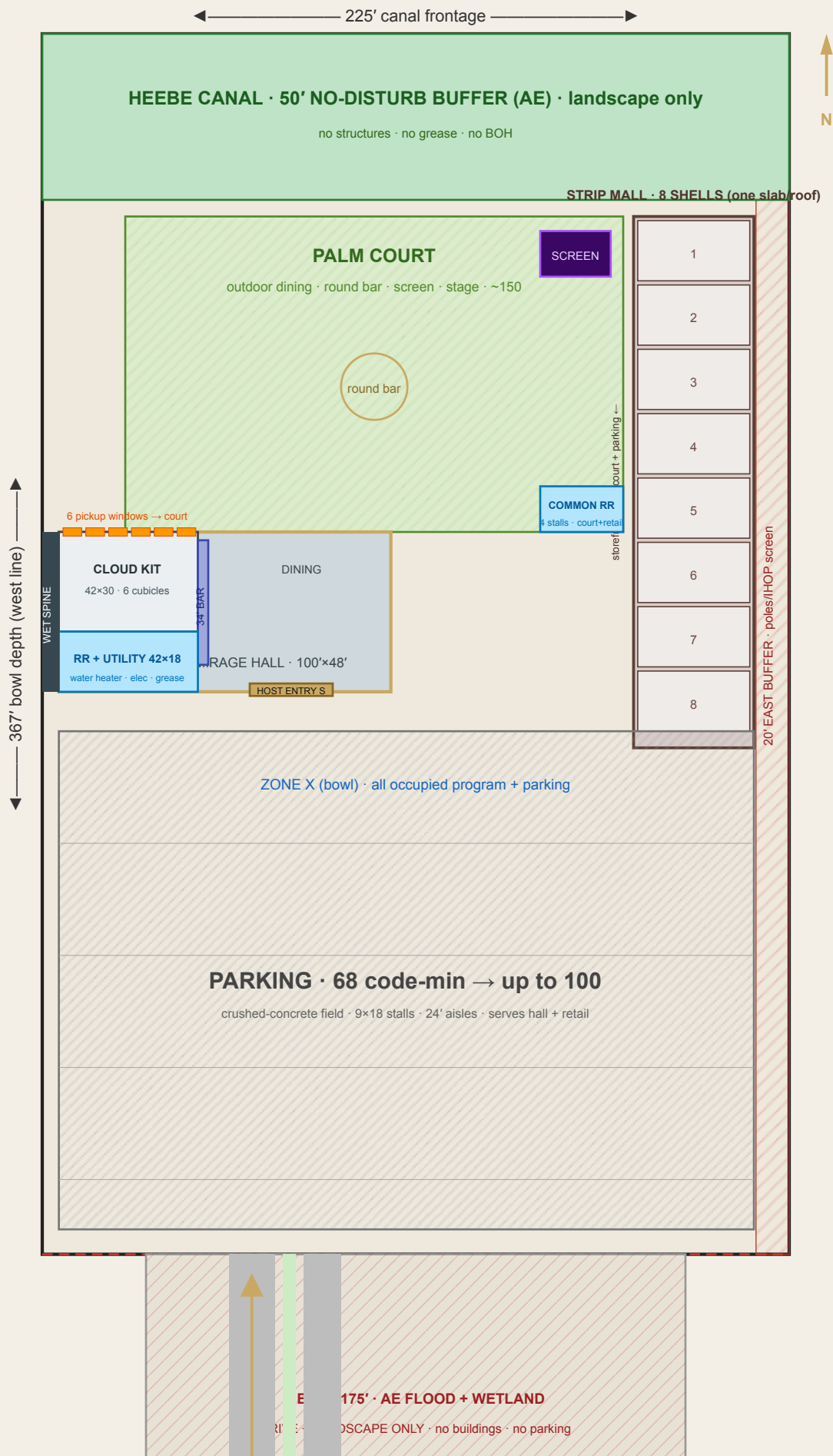


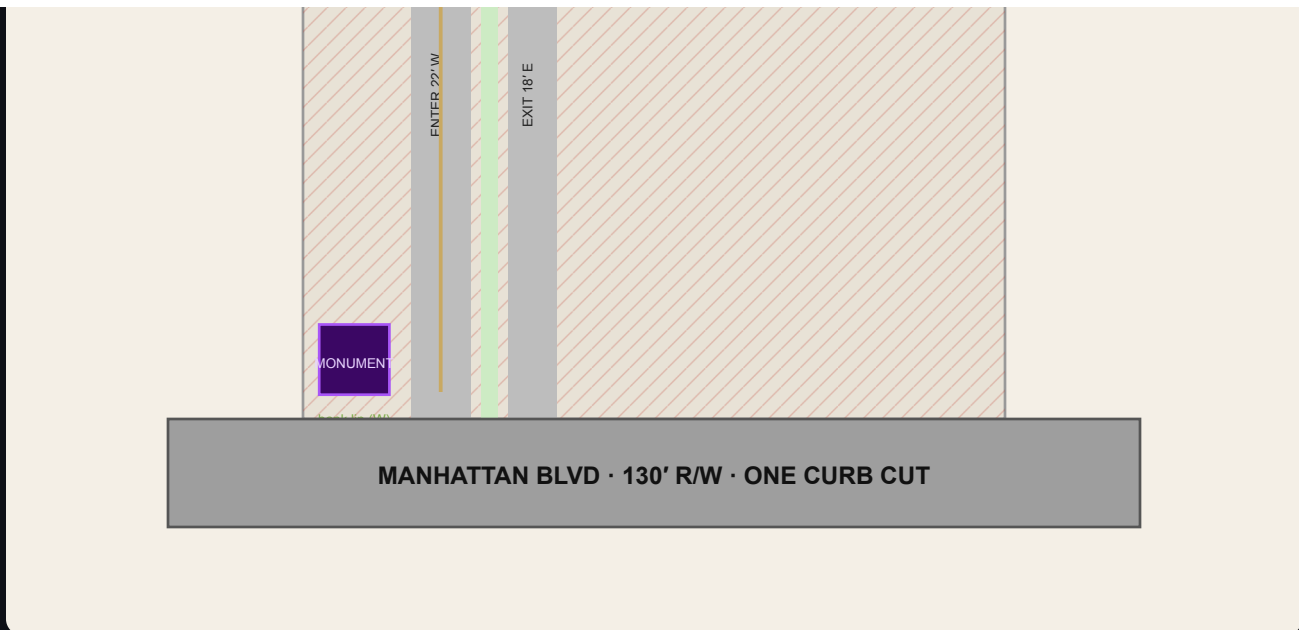
MIRAGE · COST-OPTIMAL SITE LAYOUT · STRIP MALL + SOCIAL HALL · JUN 2026

Civil / architect / GC layout of the whole operation inside the **Zone X bowl** of flag lot **PLS #8387** (1705 Manhattan Blvd). Built around the locked program: **100×48 social hall** with the **42×30 cloud kitchen (6 independent cubicles)**, an **8-shell strip mall** built this phase, a central palm court, and ~68–100 parking — all arranged to share one utility spine and minimize site work.

CONCEPT SITE PLAN · PLS #8387 BASIS · AOR/CIVIL PE SEAL @ PERMIT







Concept geometry to PLS #8387 calls (bowl 225'x367' · neck 175' · 50' canal buffer · Zone X bowl / AE neck). Not to survey precision — civil PE ties corners + flood cert at permit.

#### PHOTOREAL AERIAL · THE COURTYARD COMMONS



Conceptual aerial: social hall + 6 branded pickup windows (west) · palm court with round bar + screen (center) · 8-bay strip mall (east) · parking by the curb cut · monument at the SW bank lip. Massing/mood only — dimensions per the plan at left + civil PE.

#### THE SCHEME · "COURTYARD COMMONS"

Buildings frame a central palm court; parking sits closest to the entry; everything wet stacks on one west spine. From the GC seat this is the cheapest compliant way to put both buildings + 6 cubicle operators on this flag lot:

1. **Hall on the west, kitchen NW.** The 6 cubicle pickup windows face north into the court; dining/bar open north + east. Grease + BOH on the west, far from the canal.
2. **One west wet spine.** Kitchen, the 6 cubicle sinks, restrooms, water heater, grease interceptor, and electrical all stack on the hall's west wall — one trench, one service entrance. Even with 6 operators, the *shell* plumbing/electric is run once and sub-metered, not six separate building services.
3. **Strip mall = one slab, one roof, 8 demised shells.** A single party-wall building is far cheaper per SF than 8 detached units, and it faces the court + parking for foot traffic.
4. **Retail kept dry.** No restroom per shell — a shared 4-stall common RR serves retail + court. Tenants get electric + a cap for a sink; that's the single biggest retail cost cut.
5. **Parking in the south bowl** (Zone X), crushed-concrete field, closest to the one curb cut — minimal drive paving, which is a major flatwork cost.
6. **Nothing in the neck.** AE flood + wetland = drive, landscape, and the monument on the bank lip only. No piers, no fill, no parking there — avoids flood-zone construction cost and permitting.

#### PROGRAM + AREAS

| ELEMENT                     | SIZE                         | NOTES                                       |
|-----------------------------|------------------------------|---------------------------------------------|
| Social hall (Mirage)        | 100'×48' = 4,800 SF          | under 5,000 SF fire area · A-2              |
| Cloud kitchen (in hall, NW) | 42'×30' = 1,260 SF           | 6 cubicles 7×25 · 28' hood P2–P5 · roof-up  |
| Strip mall                  | 8 shells · ~40' deep × ~160' | one slab/roof · ~960 SF/shell · party walls |
| Palm court                  | ~150'×95'                    | outdoor dining · round bar · screen · ~150  |
| Parking                     | 68 code-min → 100            | crushed concrete · Zone X bowl              |
| Common RR                   | 4 stalls                     | retail + court share                        |
| Hall RR                     | 4 stalls                     | bar/dining/events                           |

#### WHERE THE MONEY IS SAVED (GC RANKING)

| MOVE                             | WHY IT'S CHEAPEST                                                            |
|----------------------------------|------------------------------------------------------------------------------|
| One west wet spine for the hall  | one trench, one water/sewer/elec service, one grease — even with 6 operators |
| Retail = dry shells + shared RR  | kills 8 sets of restroom plumbing; biggest retail saving                     |
| Single party-wall strip building | one foundation + one roof vs 8 standalone                                    |
| All-electric / induction kitchen | no gas service; smaller hood/MUA/HVAC cascade; rebates                       |
| Parking by the curb cut          | least drive paving / flatwork                                                |
| Keep neck empty (AE/wetland)     | avoids flood-zone foundations + permitting                                   |
| Sub-meter each cubicle + shell   | tenants pay their own power/water (CAM/NNN)                                  |

**Honest caveat:** you chose six independent cubicle operators — that maximizes rent but means six health permits, six sub-meters, and more hood/MEP than a single-operator kitchen. This layout makes that model as cheap as it can be by running the shell services once on the west spine and sub-dividing. Civil PE + AOR + MEP confirm flood cert, parking count, fixture counts, and the service sizing at permit.



## MIRAGE · PHOTOREAL RENDER GALLERY · CHARRETTE LAYOUT · JUN 2026

Conceptual photoreal visualizations of the locked **100'×48' Mirage**: 42'×30' NW cloud kitchen (dual-channel — court pickup + dine-in expo), 34' N-S purple-stool bar on the kitchen wall, code-minimum gendered restrooms behind a screen-wall maze entry, and the 58' accordion glass wall opening to the palm court.

### CONCEPTUAL · MOOD + MASSING · AOR DETAILS FINAL DIMENSIONS

These renders are conceptual mood/massing studies that visualize the operator intent and charrette plan. They are not construction documents — exact dimensions, clearances, and fixture counts are set by the AOR on the permit drawings.

### CLOUD KITCHEN · THE ENTIRE KITCHEN IN ONE VIEW



### WHOLE KITCHEN · 42'×30' CUTAWAY

6 brand cubicles (7'×25'). The 4 center bays (P2-P5) share one continuous 28' Type I hood with a single duct straight up through the roof; end bays P1/P6 have no hood. 5' service/expo/runner aisle across the south, receiving in the SE corner, court pickup windows north, dine-in opening east to the bar.

### CLOUD KITCHEN · THE DUAL-CHANNEL ENGINE



#### CHANNEL 1 · COURT PICKUP PODS

Six branded ghost-kitchen pickup windows facing the palm court — delivery + virtual brands off one kitchen line, zero added dining footprint.





#### **CHANNEL 2 · DINE-IN EXPO**

Same cook line under the 28' Type I hood (P2-P5, roof-up exhaust); finished plates pass to the south expo and out east to servers feeding the dining room.





#### CHARRETTE OVERVIEW · KITCHEN → BAR → HIDDEN RR PORTAL

The MEP-clustered northwest kitchen with the bar on its east wall and the restroom portal tucked behind — all wet functions on one shared wall.

BAR · 34' N-S · PURPLE STOOLS



#### PURPLE-STOOL BAR

Industrial-luxe bar on the kitchen east wall — receiving north (kitchen behind), bar middle, vestibule block south.





#### BAR BACK • TVS + COURT VIEW

One large center TV, two end TVs, sightline through to the open courtyard glass wall.

#### RESTROOM ENTRY • SCREEN-WALL MAZE



#### SCREEN-WALL MAZE ENTRY

Open screen-wall instead of an enclosed vestibule cube — masks sightlines, keeps ADA flow, reclaims floor area. Odor controlled by solid self-closing WC doors + continuous mechanical exhaust.

#### DINING + COURTYARD · 58' ACCORDION GLASS WALL





#### DINING → COURT

Full-width accordion fold glass opens the 58' dining north face to the palm court for seamless indoor-outdoor flow.



#### COURT → DINING

From the palm court looking back into the warm dining hall through the open wall.





#### **WATCH-PARTY NIGHT • COURTYARD**

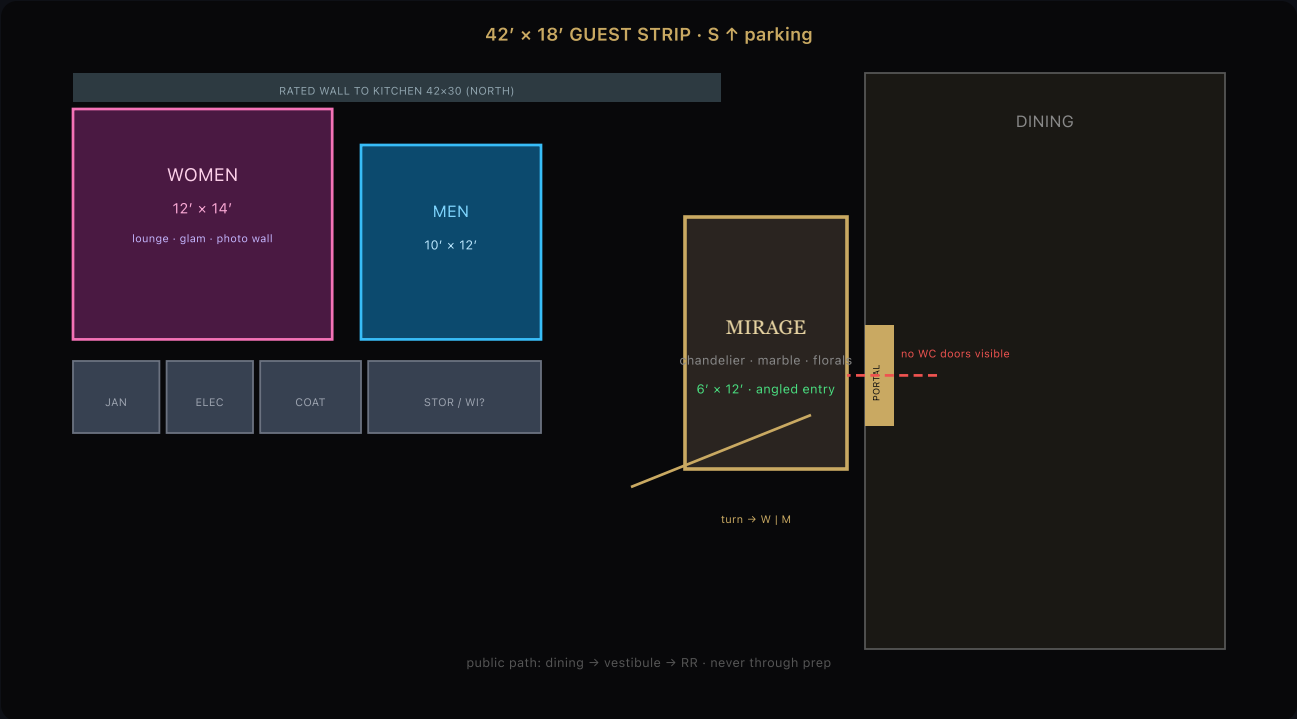
Evening programming in the palm court — ~150 court occupancy separate from the ~150 indoor.

MIRAGE · GUEST STRIP · LOCKED

42' × 18' = 756 SF southwest · vestibule from dining · W/M · support · **not in kitchen** · rated wall to BOH.

REPLACES west RR stack · Exhibit J

GUEST STRIP · HOTEL LOBBY ARRIVAL



CODE · LOCKED

- ✓ 756 SF dedicated · not dining steal
- ✓ Not inside kitchen envelope
- ✓ Health path clear of prep
- ✓ Women destination · Men minimal
- ✓ Jan · elec · coat · stor south row
- ✓ Plumbing stacks to west/south chase

| ROOM      | SIZE  | FIXTURES (PLAN)              |
|-----------|-------|------------------------------|
| Women     | 12×14 | 3 WC · 2 lavs · lounge zones |
| Men       | 10×12 | 1 ADA WC · 2 ur · 2 lav      |
| Vestibule | 6×12  | Circulation only             |

[Full plan](#)



THE COURTYARD · STADIUM CLUB EXPERIENCE

# Reserve Your Watch Party Section

## Not a table. A section.

*General admission is FREE — same as sports bars. Reserve a section only if your group wants a couch, server, or AC lounge. Grab food at **Vendor Row** in the courtyard. Drinks from **Mirage bar only**.*

|                                                          |                 |              |
|----------------------------------------------------------|-----------------|--------------|
| GIANT WATCH SCREEN                                       |                 |              |
| VIP CABANA 1                                             | VIP CABANA 2    | VIP CABANA 3 |
| ROUND BAR                                                |                 |              |
| LOUNGE POD 4                                             | LOUNGE POD 5    | LOUNGE POD 6 |
| BIRTHDAY ZONE 1                                          | BIRTHDAY ZONE 2 |              |
| — GAME ZONE: cornhole · bocce · jumbo Connect4 · Jenga — |                 |              |
| — GENERAL ADMISSION (FREE) —                             |                 |              |
| BARCADE SPILL · 2-4 classic cabs at bar edge             |                 |              |
| MIRAGE SOCIAL                                            |                 |              |

BRONZE · MIRAGE LOUNGE POD

Game-Day Cabana

**\$199 – \$299**

- 6 guests · 4 hours
- Circular sofa · pergola shade
- Phone charging · drink table
- Dedicated server · 1 bucket package

SILVER · ELEVATED CABANA

Watch Party Suite

**\$399 – \$599**

- 8 guests · 4 hours
- Sectional seating
- Personal TV tablet
- Mirage menu delivery to section

GOLD · FRONT-ROW CABANA

Saints / Big Game Package

**\$799 – \$1,200**

- 10–12 guests · 4 hours
- Best screen sightlines
- Dedicated host · food credits
- Bucket specials · section signage

PLATINUM · CLIMATE SUITE · CONCIERGE

VIP AC Watch Suite

**\$699 – \$1,200**

- 8–12 guests · 4 hours · groups/corporate
- **Air-conditioned lounge** · screen view
- 75" TV · \$400+ F&B credit framing
- **GA still free** if you do not need a suite

SOCIAL · GAME ZONE

Mirage Social Pass

**\$15 – \$20**

- Reserved social seating band
- Jumbo games · cornhole · bocce · shuffleboard
- Barcade classics at round bar (2–4 cabs)
- **\$5–\$10 drink credit** · Mirage Bar only

VIP · BIRTHDAY PLATFORM

Birthday / Celebration Section

**\$500 – \$1,500+**

- 12–16 guests · decor included
- Name on screen · reserved section
- Bottle service · vendor food packages

Saints Games

LSU Saturdays

UFC Fight Night

Super Bowl

March Madness

Live Brunch

Birthdays

Date Night

Movie Night

Corporate Mixer

General admission to The Courtyard is **FREE** on watch nights. Premium **Mirage Lounge Pods**, cabanas, **climate suites**, and birthday sections are reserved.

## RESERVE YOUR WATCH PARTY SECTION

Book online · Mirage app · concierge · hotel/group sales

Deposit required · package price applies to food & Mirage Bar drinks · all alcohol through The Mirage Bar only

### BOOK

mirageharvey.com/sections  
or Mirage app

### GROUPS

groups@mirageharvey.com  
504-000-0000

### LOCATION

1705 Manhattan Blvd  
Harvey, LA 70058

Public experience name: Mirage Social District · Legal project: Mirage Market & Commons · **Free general admission on watch nights**. Reserved sections optional. Platinum suites for groups/corporate/concierge. Courtyard = accessory outdoor dining — not amphitheater or concert venue. Final hours, pricing, occupancy, and availability by event calendar and parish approvals.

INSIDE THE DISTRICT

# One Destination. Five Zones.

## Food • Drinks • Watch • Gather

MIRAGE BAR & LOUNGE

Indoor L-bar · luxury seating · events · rain backup · **no kitchen** — drinks and sections only.

VENDOR ROW

Six courtyard-facing food concepts — seafood · tacos · soul · Asian · dessert · healthy. Walk · order · eat in the court or lounge.

THE COURTYARD

Giant screen · stadium-club layout · 6 Mirage Lounge Pods · 4 VIP cabanas · **Game Zone** (jumbo games + Barcade spill) · 2 AC suites · 2 birthday zones · free GA south.

THE MIRAGE BAR

Round bar centerpiece · only alcohol seller on property · buckets · cocktails · game-day packages.

MARKETPLACE SUITES

Eight complementary retail shells · cigars · boutique · gifts · dessert · extends dwell time before and after the watch party.

CONCIERGE TALKING POINTS

- **Why Mirage:** West Bank guests get New Orleans energy without crossing the river — one screen, six food choices, one bar, one reserved section.
- **Best seller:** Gold Saints Package for game-day groups · VIP Birthday Section for celebrations · Bronze for couples/small groups.
- **Free vs reserved:** walking into The Courtyard is free; owning a section for 4 hours is the premium product.
- **Food:** Vendor Row in the courtyard — six concepts · mixed tastes · walk and order; section packages can include food credits.
- **Alcohol:** Mirage Bar only — no competing tenant bars · runners serve reserved sections.
- **Game Zone:** cornhole · bocce · giant Connect Four · Jenga · shuffleboard · 2–4 Barcade-style cabinets at the bar — drinks while you play · not a VR room.
- **Social Pass:** \$15–\$20 · games + drink credit — upsell for groups not ready for a full cabana.
- **Code / parish:** accessory courtyard dining screen · DJ inside hall only · no outdoor subs · **100 @ open parking** (68 code min @ CO) · no neck parking · shared restrooms 4+4 · final OL/screen/audio by AOR/PE/Fire Marshal.

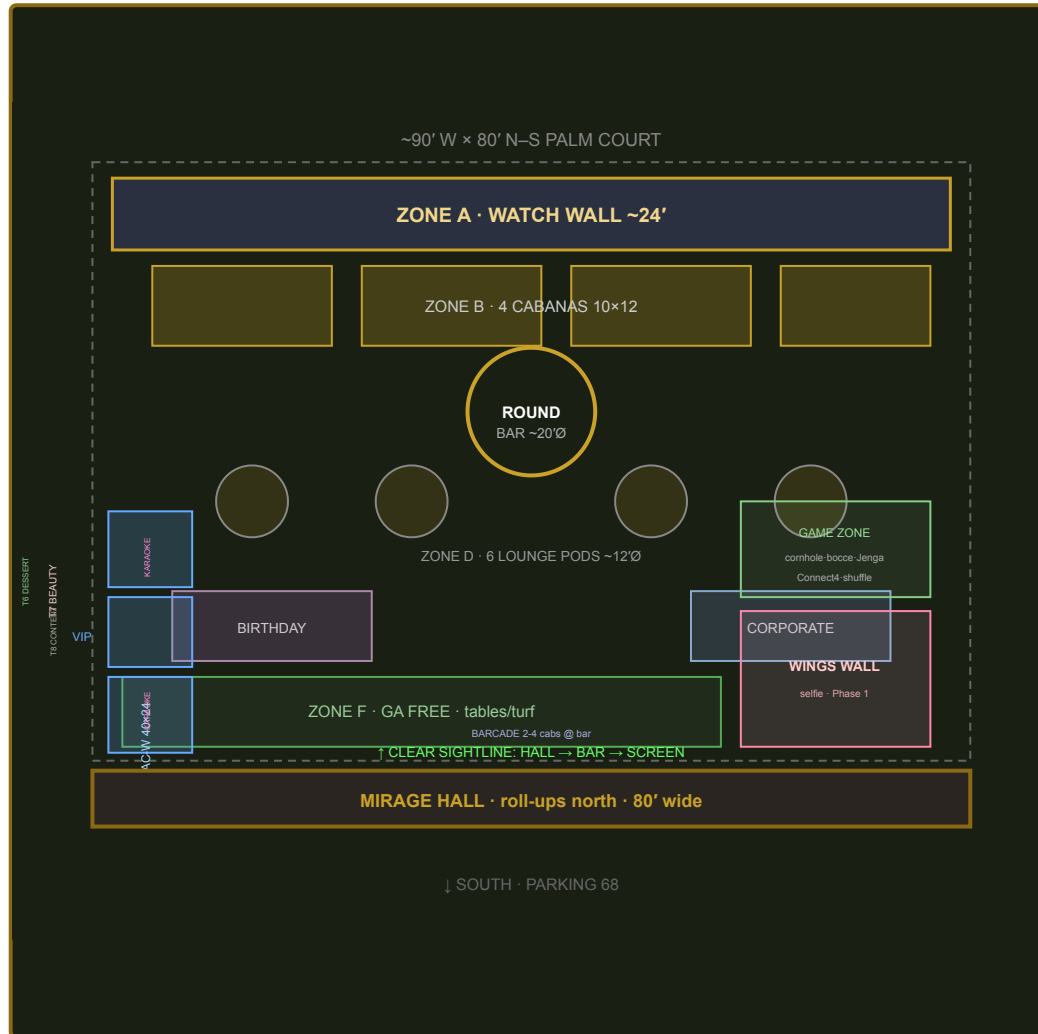
| Package                  | Guests | Price          | Best for                          |
|--------------------------|--------|----------------|-----------------------------------|
| Bronze Game-Day Cabana   | 6      | \$199–\$299    | TNF · couples · small groups      |
| Silver Watch Party Suite | 8      | \$399–\$599    | LSU · friends · hotel guests      |
| Gold Saints Package      | 10–12  | \$799–\$1,200  | Saints · Super Bowl · UFC         |
| VIP Birthday Section     | 12–16  | \$500–\$1,500+ | Brunch · birthdays · celebrations |

RESERVE YOUR WATCH PARTY SECTION

Concierge commission / group manifest / prepaid deposit available · 90-day public event calendar on request  
groups@mirageharvey.com · 504-000-0000 · 1705 Manhattan Blvd, Harvey, LA

# Mirage Social District — Courtyard Units & Dwell Layout

1705 Manhattan Blvd · Rev H-West · north ↑ canal · dimensions coordination only · A0.1 final by AOR



## Courtyard unit schedule

| Zone                          | Units                                                                   | Size                               |
|-------------------------------|-------------------------------------------------------------------------|------------------------------------|
| A Watch wall                  | 1                                                                       | full width ~90'                    |
| B VIP cabanas                 | 4                                                                       | 10×12' elevated                    |
| C Round bar                   | 1                                                                       | ~20' Ø · 8–10 taps                 |
| C2 Hall L-bar + spill         | 1 + spill                                                               | E1–E2 640 SF + west roll-up        |
| D Mirage Lounge Pods          | 6                                                                       | ~12' Ø · sofa · pergola · charging |
| E Birthday + corporate        | 2                                                                       | ~14×16'                            |
| B-AC Climate / karaoke suites | 2 rentable · VIP watch on game days                                     | 40×24' · north glass               |
| G Wings wall                  | selfie mural · Phase 1 lean                                             | ~12×10'                            |
| H Game Zone                   | jumbo: cornhole · bocce · Jenga · Connect4 · shuffle + 2–4 Barcade cabs | court + bar spill                  |
| F GA                          | open                                                                    | remaining turf                     |

**Game Zone:** Barcade-style spill (2–4 classic cabs at bar) + jumbo courtyard games.  
**Social Pass \$15–\$20.** No VR. Lock: docs/1705-MANHATTAN-GAME-ZONE-LOCK.md

## Loan 2C · Courtyard dwell (\$5C)

| Item                  | Cost                |
|-----------------------|---------------------|
| Jumbo + Barcade spill | \$14k–\$28k         |
| Wings mural           | \$4k–\$8k           |
| Karaoke fit-out       | \$6k–\$12k          |
| <b>Phase 1 L2C</b>    | <b>~\$24k–\$48k</b> |
| Social Pass           | \$15–\$20           |

## Glow Lab · T7

| Package     | Price       |
|-------------|-------------|
| Basic gloss | \$25        |
| Premium     | \$39        |
| Girls night | \$199–\$399 |
| Birthday    | \$299–\$599 |

|            |             |
|------------|-------------|
| Bridal     | \$499–\$999 |
| Mommy & me | \$149–\$299 |

Glow Lab + Mirage Shops = tenant fit-out · not §5C. Locks: tenant lineup · dwell layout docs.

### Mirage Shops · T8

| Experience              | Price band          |
|-------------------------|---------------------|
| Sip & paint · sculpture | \$35–\$75/person    |
| Podcast / content room  | \$75–\$150/hr       |
| Selfie room             | \$25–\$45/slot      |
| Product photography     | \$150–\$400/session |

### Revenue rank (female-focused)

| # | Concept             |
|---|---------------------|
| 1 | Birthday Pavilion   |
| 2 | Dessert Lounge (T6) |
| 3 | Glow Lab (T7)       |
| 4 | Mirage Shops (T8)   |
| 5 | Boutique / glam     |

### Courtyard dwell revenue

| Line               | NET/mo              |
|--------------------|---------------------|
| Karaoke rental     | +\$3k–\$9k          |
| Bar lift · servers | +\$6k–\$15k         |
| Photo/social       | +\$2k–\$6k          |
| <b>§5C dwell</b>   | <b>+\$11k–\$30k</b> |
| Glow Lab (T7)      | +\$4k–\$11k         |

Lock: docs/1705-MANHATTAN-COURTYARD-DWELL-LAYOUT-LOCK.md

# Walk Saturday with me.

*Watch where OUR money comes from.*

Forget containers. Forget floor plans. Forget architecture.

**We're not restaurant owners.** We're building a machine that turns visitors into drink buyers.

Vendors bring people in. **The bar pays us.** Tacos are bait.

## 11:00 AM

Doors open. Brunch. Smells incredible. Vendors cooking. **Feels like a restaurant** — that's the front door. Nobody wakes up to stare at a bar for six hours.

**Every table:** mimosas · Bloody Marys · beer · cocktails.

Vendors sell food. **We sell drinks.** Brunch alcohol: ~\$1,500–\$2,000 before noon.

## 2:00 PM · LSU

The property transforms. New crowd — gear · groups · families. The **watch wall** is the attraction. Not tacos. Not DJ.

**Pods booked · 4 lounge pods @ lean open · ~\$800–\$1,200 minimums. Round bar busy. ~\$5,000 — dinner hasn't started.**

## 5:30 PM · Dinner

Date-night booths. Beautiful. Alive. Couple spends **\$60 on food** — vendors get paid. **Not us.**

Most restaurants: check paid · goodbye · parking lot empties · **money stops.**

**Not Mirage.**

**The DJ is not the attraction.**

**The DJ is the magnet.**

**The bar is the attraction.**

7:30 PM

Dinner finished. Couple stands up. Music. Courtyard glowing. Round bar packed. **They stay.**  
Another drink **\$24** · walk outside · friends · high-top · **another round** · **another round.**  
**Taco vendor got paid once. We keep getting paid.**

8:30 PM

DJ starts — **magnet**, not headliner. West: date nights still drinking. East: bar crush. Courtyard: photos · pods · rounds.

10:00 PM · The whole business

Not more people arrived. **Nobody left.** Birthday · LSU · date couple · girls’ night — still here. Every minute → register rings.

— COUNT THE MONEY —

|                             |                             |
|-----------------------------|-----------------------------|
| BRUNCH ALCOHOL<br>\$2,000   | LSU CROWD<br>\$3,000        |
| POD MINIMUMS<br>\$2,500     | DINNER COCKTAILS<br>\$3,000 |
| COURTYARD DRINKS<br>\$2,500 | DJ / SOCIAL<br>\$4,000      |
| LATE ROUNDS<br>\$2,000      | BIRTHDAYS<br>\$2,000        |

SATURDAY · MIRAGE BAR GROSS (VISION)

\$21,000

One day · one property · one mortgage



# Everybody feeds the same register.

I don't want half the crowd in another box. I want LSU seeing birthdays · dates seeing courtyard · courtyard seeing the bar  
— **one energy · one register.**

Brunch → LSU → dinner → cocktails → courtyard → social → another round → another hour → another drink

**That's Mirage.** A social district where vendors bring people and the bar monetizes people.

|                             |                               |
|-----------------------------|-------------------------------|
| FRIDAY (VISION)<br>\$10,000 | SATURDAY (VISION)<br>\$21,000 |
| SUNDAY<br>\$7,000           | THU + MON-WED<br>\$17,000     |

WEEKLY BAR GROSS · STRETCH MOVIE

~\$55,000

Partner vision / stretch Saturday — not base NOI. Packet base: Saturday bar \$12,240 · monthly bar \$144,925 · NET ~\$49,162. Stretch monthly ~\$220k bar only after POS proof. 4 lounge pods @ \$800k lean. Lock: docs/1705-MANHATTAN-PROJECTION-NUMBERS-LOCK.md

# Guided Choice

*Not six restaurants — one destination*

**Paradox of Choice:** too few choices and people leave · too many and they freeze. A confused customer orders nothing · spends less · leaves. **The fix is not fewer vendors. The fix is guided choices.**

**Behind the wall there may be six kitchens.  
In front of the wall the customer experiences one guided restaurant.  
The complexity is ours. The simplicity is theirs.**

**BAD · FOOD-COURT CHAOS**

150 items · seafood · tacos · wings · soul · desserts · salads · po-boys · pasta · burgers · fish · chicken · shrimp · oysters. Guest reads 20 minutes · overwhelmed · orders the safest thing.

**SMART · CHEESECAKE FACTORY LOGIC**

Most people don't read 250 items. They order from **featured sections** and **hero dishes**. Mirage guides — like Disney, not a mall food court.

WHAT THE CUSTOMER SEES

## MIRAGE FAVORITES

|                     |                      |
|---------------------|----------------------|
| 1 Birria Tacos      | 2 Seafood Pasta      |
| 3 Catfish Platter   | 4 Lemon Pepper Wings |
| 5 Smothered Chicken | 6 Banana Pudding     |

Big pictures · big descriptions · most ordered. Guest thinks: *"These are the best things here."* Decision made.

WHAT ARE YOU IN THE MOOD FOR?

|                                                                                                                           |                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
|  Tacos & Mexican → <b>Taco Kitchen</b> |  Seafood → <b>Seafood Kitchen</b>        |
|  Wings & Comfort → <b>Wing Kitchen</b> |  Southern Classics → <b>Soul Kitchen</b> |
|  Desserts → <b>Dessert Kitchen</b>     | Guest discovers kitchens · doesn't decode six brands alone                                                                  |

# The waitress is the guide

## NEVER ASK

"What do you want?"

## ASK · TWO OPTIONS

"Are y'all feeling **seafood tonight or tacos?**"

## IF STILL STUCK · TOP THREE

"Our top three sellers are the **seafood pasta, birria tacos, and smothered chicken** — any of those is a safe win."

## MARKETING LOCK

### DON'T SAY

"Six restaurants" · "Pick a vendor" · food-court energy

### SAY

**"One destination."** Mirage guides. Kitchens are discovered — not decoded.

## WHY VARIETY IS THE ASSET

Don't want tacos? **Five more kitchens.** Don't want seafood? **Five more kitchens.** Don't want wings? **Five more kitchens.** You almost never lose a guest because someone can't find something they like.

**Unlimited choice in the kitchen · simple choice on the menu.**

Tell your partner:

**"The customer never walks in and sees six restaurants.  
They walk in and see Mirage — then Mirage guides them to the right choice."**