



Date	<u>9/9/16</u>
Tracking Number	_____

MASTER PLAN APPLICATION

APPLICATION FOR AMENDMENT TO PLAN FOR THE 21ST CENTURY: NEW ORLEANS 2030 (THE MASTER PLAN)

Complete Application Required: Use this form for all requests to amend Plan for the 21st Century: New Orleans 2030 (the Master Plan). The City will not process an application that does not have all the required items. To accept your application, each of the items listed under Required Components must be submitted at the same time.

Early Consultation: Prior to submitting an application, the applicant is required to set up a pre-application conference meeting with a City Planner to discuss the proposal. City Planning staff will provide the applicant with assistance and information on the application feasibility, decision criteria, review time, and whether a Neighborhood Participation Program (NPP) meeting is required.

Application Acceptance: All applicants are required to bring in one copy of the application package for informal review by a staff planner, prior to the formal application to ensure that the application is complete. Applications will be accepted at the City Planning Commission between 8:00 AM and 5:00 PM Monday through Thursday and between 8:00 AM and 3:30 PM Friday. No appointment is necessary for the formal application submittal; however, an appointment with a City Planner is necessary for the early consultation. Mailed, faxed or e-mailed applications will not be accepted.

Purpose: The Master Plan is a long-term vision for the future of New Orleans. It contains policy recommendations across a spectrum of topics, but with a particular focus on the built environment. Amendments reflecting updated information, changing trends, best practices, or community goals are generally either text changes or revisions to the Future Land Use Map (FLUM). Text amendments affect the policies of the comprehensive plan on a City-wide level. Map amendments influence the potential uses and development of specific properties. A FLUM amendment may affect a site's zoning designation when zoning is revised comprehensively or when a zoning change application is submitted. Text and map amendments must be consistent with the overall policy intent of the Master Plan. Justification for the change(s) within the context of the Master Plan is the responsibility of the applicant.

When to Apply and Process: In 2016, the amendment application period will begin on April 25th and close on August 31st. Once the amendment application packet is submitted for review, the City Planning Commission will arrange a public meeting and publish a notice in a local newspaper of general circulation at least fifteen days in advance of the meeting. In addition to the public meetings, the City Planning Commission will hold a public hearing(s) to approve, approve with modifications, or disapprove the proposed amendments. A staff report and recommendations will be available to aid the discussion. The Planning Commission's recommendation will be forwarded to the City Council for final disposition.

REQUIRED COMPONENTS

Amendment to Text of Master Plan

- Completed application form
- Reasons for change may address the following criteria:
 - Public benefits from the proposed change
 - Health, safety & welfare
 - Evaluation of current public policy
 - Other factors
- FEE: \$1,500 (Only applies to Descriptions of Future Land Use Categories of Ch.14,Sec.C)

Accepted forms of payment include check, cashier's check, money order, Visa, MasterCard, & Discover.

Amendment to Future Land Use Map

- Completed application form (must be the property owner)
- Neighborhood Participation Program Report (see NPP Resource Guide)
- Reasons for change may address the following criteria:
 - Change in land use trends
 - Impacts on neighboring property
 - Evaluation of existing zoning classification & the current future land use classification
 - Public benefits from the proposed change
 - Health, safety & welfare
 - Other factors
- Photographs of subject site
- FEE based on table below

Lots 0-4,999 sq ft	\$1,000	Lots 25,000-74,999 sq ft	\$3,000
Lots 5,000-24,999 sq ft	\$2,000	Lots 75,000 sq ft or more	\$4,000

TO BE COMPLETED BY CPC STAFF

Intake Planner [Signature] Date Received 9/9/16
 Amount Received [Signature] Planning District Citywide



Date _____
Tracking Number _____

MASTER PLAN APPLICATION

REQUEST FOR CHANGE IN TEXT OF MASTER PLAN

REQUESTS OPEN TO ALL RESIDENTS

For text amendment changes, including changes to graphics, tables, or maps, the applicant must provide the chapter as well as the page number of the amendment that the applicant wishes to change. Proposed additions to the text should be underlined; proposed deletions from the text should be indicated by strikethrough. If the change is for a graphic, table, or map other than the Future Land Use Map(s), indicate the volume, chapter, and page number along with the title of the graphic, table, or map.

Volume _____ Chapter(s) _____ Page No(s) _____ Title(s) _____

Attach a copy of current graphic, table, or map, if applicable.

Specific proposed change to text (if necessary, applicant may submit additional sheets):

Please see the recommendations attached.

REQUEST FOR CHANGE TO FUTURE LAND USE MAP

MAY BE REQUESTED BY OWNER OF PROPERTY(S)

For a change to a Future Land Use Map, there must be a clear description and map of the boundaries. The request should indicate the present Future Land Use Map designation and the designation that is being requested for the area. If more than one category is being requested, precise boundaries of each requested land use designation must be described and indicated on maps. A statement describing the reasons for the requested change must be included in the application.

Boundaries of Area (A separate application is needed for each non-contiguous property) _____

Municipal Address(es) _____

Square Number(s) _____ Lot Number(s) _____

Tax Bill Number(s) _____

Square footage of area _____

Future Land Use Map Designation (current status) _____

Proposed Future Land Use Map Designation _____



Date	_____
Tracking Number	_____

MASTER PLAN APPLICATION

APPLICANT INFORMATION FOR AMENDMENTS TO THE MASTER PLAN

APPLICANTS FOR AMENDMENTS TO FUTURE LAND USE MAPS (FLUM) MUST BE THE OWNER OF THE SUBJECT PROPERTY

Applicant Type: organization public official/agency individual citizen property owner other

Applicant Name (and org. name if applicable) Arts Council of New Orleans

Address 935 Gravier Street Suite 850

City New Orleans State Louisiana Zip 70122

Phone (504) 523-1465; (504) 595-8450 Email address heidi@artsneworleans.org

Applicant Type: organization public official/agency individual citizen property owner other

Applicant Name (and org. name if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email address _____

Applicant Type: organization public official/agency individual citizen property owner other

Applicant Name (and org. name if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email address _____

Applicant Type: organization public official/agency individual citizen property owner other

Applicant Name (and org. name if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email address _____

Applicant Type: organization public official/agency individual citizen property owner other

Applicant Name (and org. name if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email address _____



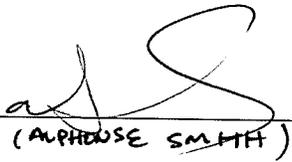
Date	_____
Tracking Number	_____

MASTER PLAN APPLICATION

ACKNOWLEDGMENTS

If ownership is joint, each owner must be listed. If multiple squares, then applicants must own not less than 50% of the land for which the amendment is requested. If ownership is a partnership, the Partnership Agreement must be included. If ownership is a corporation, Articles of Incorporation and a Board Resolution authorizing an individual or agent to sign on its behalf. If ownership is an LLC, Articles of Organization and legal documentation authorizing an individual or agent to sign on its behalf must be included. If necessary, applicant may be required to submit proof of ownership documents, such as copies of a recorded act of sale, act of exchange, act of donation, or other documents.

I (we) hereby affirm that ownership and property information presented on this application is current and accurate and I (we) acknowledge that inaccurate or incomplete ownership, improper authorization, or property identification will make this application and resulting actions null and void. I (we) the undersigned owner or authorized agent of the area of land described above, hereby submit for your approval the above-stated request.

Applicant Signature  Date 9/1/2016
(ALPHONSE SMITH)

Applicant Signature _____ Date _____

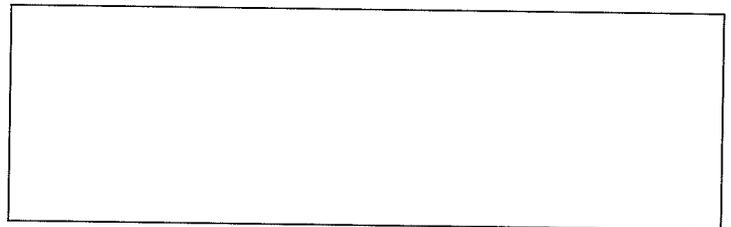
(Notarization is only required for application subject to a fee.)

STATE OF LOUISIANA, PARISH OF ORLEANS

Before me, the undersigned authority, personally appeared the person(s) whose signatures are affixed above, all of the full age of majority, who declared under oath to me, Notary, that they are the owners or authorized agents of the property described above, and that their signatures were executed freely and voluntarily and that they are duly qualified to sign.

Sworn and subscribed before me this _____ day of _____ 20 ____ .

My Commission Expires _____





September 7, 2015

To the members of the City Planning Commission:

We are pleased to submit the enclosed amendment recommendations for the City Planning Commission's review. For questions or concerns about the materials contained herein, please contact:

- a. Application inquiries: Heidi Schmalbach, Associate Director
Creative Placemaking
heidi@artsneworleans.org
- b. Other notices: Arts Council New Orleans
ATTN: Place + Civic Design Department
935 Gravier St. Suite 850
New Orleans, LA 70112
(504) 523-1465
- Bryan Lee Jr., Director
Place + Civic Design
bryan@artsneworleans.org

Best,

A handwritten signature in black ink, appearing to be "Alphonse Smith". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Alphonse Smith
Associate Director,
Place + Civic Design Department





Master Plan Amendment
Recommendations

Prepared for: City Planning Commission, City of New Orleans

Prepared by: Arts Council New Orleans

Submitted: September 9, 2016



About the Arts Council

The Arts Council New Orleans' mission is to support arts and culture and demonstrate how they transform communities. As a multidisciplinary arts agency, the Arts Council provides cultural planning, advocacy, economic development, arts education, public art, grant and service initiatives focused on a vision of New Orleans as an international center for arts and culture. Each area works to advance the Arts Council's intent to nurture creativity, improve the wellbeing of New Orleans citizens through art, design, and creative place-making, and to bring the community together in celebration of our rich, multicultural heritage.

The Arts Council was incorporated in 1975 and is the official arts agency of the City of New Orleans and Regional Arts Agency for the State of Louisiana, responsible for awarding publicly funded grants to local and regional arts and cultural organizations. The Arts Council has a 30-year history administering the Percent For Art program on behalf of the City of New Orleans, and has placed more than 65 artworks in exterior sites and over 350 works in the interiors of city owned facilities.

Having completed a Strategic Planning process in late 2015, the Arts Council board and staff are united behind our new mission: art transforms communities.



Overview

Our primary objective is to strengthen the partnership between the Arts Council and the City of New Orleans by asserting the Arts Council as a key implementing agency of the goals, objectives, and policies outlined in the Plan for the 21st Century.

The Arts Council is also in the process of securing funding for the creation of a Creative Master Plan for Public Art and Civic Design, a 10-year strategic plan for integrating public art and functional design into the physical and social fabric of our city. The overarching goals of the plan are to support and accelerate broad community development objectives, to demonstrate the efficacy of including arts and artists in all aspects of development, to transform the built environment through art and design, and to improve quality of life and wellbeing for all of our city's residents. This is not intended to be a stand-alone document. Rather it is comprehensive strategy to guide the commissioning of new public art and the creation and/or improvement of dynamic public spaces. Additionally, the Creative Master Plan focuses on opportunities for citizens who do not necessarily identify as artists or cultural professionals to participate more actively in the creative process of city building.

The Creative Master Plan's objectives are most likely to be accomplished if they are directly linked to the Plan for the 21st Century. We have identified specific areas in the existing plan we believe should be modified through additions, omissions, or altered policy recommendations. Broadly, these amendments are designed to outline specific opportunities to:

- Strengthen strategic partnership between the Arts Council and the City for the purpose of implementing policies outlined in the Master Plan;
- Leverage the power of art and design as tools for community development and positive transformation;
- Harness the creative energy of citizens, accommodate, and encourage temporary, citizen-led initiatives in urban space;
- Improve the quality of the built and physical environment through the proliferation of public art and civic design that is reflective of and responsive to critical community needs and desires.



Recommendations

Pursuant to the guidelines set by the Master Plan Application, proposed underlined text indicates an addition, and ~~strikethroughs~~ indicate deletions:

Executive Summary: Shared destiny involves promoting equity

Volume 1, Executive Summary, Page No(s) 22:

ACHIEVING THE VISION

Shared destiny involves promoting equity

Equity means fairness, equal opportunity, and treating everyone with respect and dignity. It is a concept of fundamental importance to every New Orleansian regardless of background, economic standing, or other kind of difference.

Louisiana's constitution bars racial bias; the city charter states that New Orleans does not tolerate discrimination. Beyond basic fairness, equity today stands as an essential component of economic development: cities that compete most successfully for jobs and investment make sure that no one is denied basic rights and opportunities because of race, age, gender, religion, sexual orientation, or disability.

While usually conceived of in purely economic terms, achieving equity takes many forms.

Employment: Enhancing Workforce Development
The Master Plan outlines strategies for offering people of every education and skill level more opportunities for lifelong education and career development.

Entrepreneurship: Creating an Environment Friendly to Small Business
Ensuring that economic-development initiatives benefit the full spectrum of the community, including small and minority-owned businesses, will require building the principle of inclusion

into all economic development efforts.

Rebuilding: Making Strategic Investments in Neighborhoods According to Condition and Need
Like all American cities, New Orleans must address disparities among neighborhoods by ensuring that each one receives the public investment in facilities and infrastructure it requires in order to thrive. The Master Plan outlines a range of condition-specific strategies for making public policy and investments that take into account differing neighborhood challenges and needs.

Civic: Creating a Business-Friendly Culture Within City Government
A streamlined, business-friendly culture within city government contributes to equity by assuring access to business assistance and services for businesses of any size and instills confidence in both residents and potential investors from outside New Orleans. The Master Plan outlines steps the City can take to build a more transparent, responsive, and fair business climate.

Cultural: Support the Creative Contributions of Every Member of the New Orleans Community
New Orleans music, crafts, arts, and dance programs have disappeared in recent years. Minneapolis/St. Paul and other cities have initiated programs that focus on using the arts to

keep at-risk youth in school and move people into creative roles in the workforce. A New Orleans Cultural Commission or Department of Cultural Affairs could help recapture the human potential lost with these programs—while extending the city's rich cultural legacy and strengthening competitiveness for high-value heritage tourism—by collaborating with non profits, schools, and other partners on efforts.

Environmental: Promote Environmental Equity
Environmental justice and equity requires that all groups and places should have equal access to environmental goods like clean air and water and that no group or place should bear a disproportionate burden of environmental problems. The Master Plan outlines environmental strategies to benefit all parts of the City.

Cities like Atlanta, Baltimore, and Chicago have learned that when residents don't trust city government to be fair and to serve everybody's needs, residents compete for control of the levers of power rather than joining in community-wide efforts to solve deeply rooted problems. Like all of the Master Plan's core policies, those related to equity should be monitored annually, and these and other cities offer effective models of how that can be done.

Amend Amend language in "Cultural: Support the Creative Contributions.." page 22:

"New Orleans music, crafts, arts, and dance programs have disappeared in recent years. Minneapolis, St. Paul ...The city should create a dedicated staff position to serve as the primary liaison between the City and the Arts and Cultural community, and prioritize partnerships with leading arts and cultural organizations (i.e. the Arts Council, KidSmart, the Music and Culture Coalition) to recapture the human potential lost with these programs. Collaborations between the city and nonprofit partners should work to cultivate and encourage creative expression of all citizens by providing ample opportunities to access and participate in artistic and cultural events and offerings." A New Orleans Cultural Commission or Department of Cultural Affairs could help recapture the human potential lost with these programs—while extending the city's rich cultural

~~legacy and strengthening competitiveness for high-value heritage tourism by collaborating with non-profits, schools, and other partners on efforts.~~"

Rationale (non amendment): The current MP suggests the creation of a Cultural Commission or Department of Cultural Affairs. However, the activities and responsibilities that are described are already within the purview of the Arts Council. We believe it would be redundant and inefficient to create a new department to do what the Arts Council, the official arts agency of the city, is already doing. Rather, we would like to strengthen the relationship and specific partnership agreements.

Chapter 5: Neighborhoods and Housing

Volume 2, Chapter 5, Page 5.7:

VOLUME 2 CHAPTER 5 NEIGHBORHOODS AND HOUSING						
		FIRST FIVE YEARS: 2010-2014	MEDIUM TERM: 2015-2019	LONG TERM: 2020-2030		
GOAL	RECOMMENDED STRATEGY	RECOMMENDED ACTIONS				
		HOW	WHO	WHEN	RESOURCES	FOR MORE INFORMATION SEE PAGE:
1. Enhanced character and livability for neighborhoods, with investments to improve quality of life	1.A. Tailor policies and programs to maintain and enhance the physical, economic social and cultural character and diversity of existing residential neighborhoods.	4. Explore adoption of incentive zoning to provide neighborhood benefits from large developments.	CPC	First five years	CZO rewrite project	5.17
		5. Continue to upgrade streetscapes of major streets	DPW	First five years	Bond funding; COBG; federal transportation funds	5.18
		6. Create a program to notify property owners about their sidewalk maintenance responsibilities and offer a betterment program to promote sidewalk repair and maintenance in neighborhoods.	DPW	First five years	Staff time; fines	5.16
		7. Create sidewalk maintenance notification, enforcement and betterment programs.	DPW; possible small consultant contract	First five years	Staff time; general fund; COBG	5.16
		8. Continue to support and promote a diversity of public social and cultural events throughout the city	Mayor's Office	First five years	Staff time—various departments; neighborhood groups; non-profits	5.18
		9. Promote neighborhood associations and neighborhood activities to encourage neighborhood identity.	Mayor's Office; City Council; CPC	First five years	Staff time	5.19

Amend language in "Recommended Action 8, "Who": "Mayor's Office, Arts Council NewOrleans."

Add Recommended Action 10:

"10. Work with the Arts Council to enhance and expand the Percent for Art Program; adopt and promote policies and guidelines for a Percent for Art program for private developers."

Add Recommended Action 10, "Who": "Arts Council New Orleans, CPC, City Council (for ordinance)."

Add Recommended Action 10, "When": "Immediately"

Add Recommended Action 10, "Resources": "Staff Time; grant funding"

Add Recommended Action 10, "For more information see page": "5.19"

Volume 2, Chapter 5, Page No(s) 5.19:

VOLUME 2 | CHAPTER 5 | NEIGHBORHOODS AND HOUSING

Resources: Staff time - various departments; neighborhood groups; non-profits

Neighborhood character is cultural as well as physical. Many cultural activities are rooted in specific neighborhoods and support for activities and events can strengthen neighborhood identity, enhancing safety and neighborhood cohesion.

9. *Promote neighborhood associations and neighborhood activities to encourage neighborhood identity, sense of ownership, and advocacy.*
Who: Mayor's Office; City Council; CPC
When: First five years
Resources: Staff time

The Citizen Participation Program described in Volume 2, Chapter 15 will give neighborhood groups an incentive to organize and be involved.

1.B Establish systems to enforce quality of life regulations and eliminate nuisance businesses.

RECOMMENDED ACTION

Add Goal 1.A.10:

"1.A ... 10. Work with the Arts Council to enhance and expand the Percent for Art Program; adopt and promote policies and guidelines for a Percent for Art program for private developers.

Who: Arts Council New Orleans, CPC, City Council (for ordinance).

When: Immediately.

Resources: Staff Time, grant funding"

Add Rationale to Recommended Action 10:

"Public Art and civic design help improve the character and quality of the built environment and are critical elements in maintaining and promoting sense of place and civic pride in residents. A robust public art and civic design program attracts visitors and will make New Orleans internationally recognized as a city that values public art. Working closely with the Arts Council New Orleans, the City can expand the existing Percent for Art Program to include private development, creating a trust for public art and civic design that can be used towards strategic investments in art and design improvements that are aesthetically excellent and functional."

projects with 520 M in CDBG funds in Gentilly, New Orleans East, the Lower 9th, Uptown, and Lakeview. Streetscape improvements and maintenance should be a continuing program.

6. Create a program to notify property owners about their sidewalk maintenance responsibilities and offer a betterment program to promote sidewalk repair and maintenance in neighborhoods.
 Who: DPW
 When: First five years
 Resources: Staff time; fines

Public funding for neighborhood streets is currently focused on urgently-needed roadway rebuilding and repair. Many property owners do not know that they are responsible for the sidewalks in front of their property. Annual notification in the property tax bill or other City communication should also include information on required standards for sidewalks that contractors must meet if property owners wish to contract for repairs. Liens or payments on the property tax bill could be used as enforcement mechanism.

7. Create sidewalk notification, enforcement and betterment programs. Another approach is to offer a betterment program.

Amend language in Rationale, "Recommended Action 6":

"Public funding for neighborhood streets is currently focused on urgently needed roadway rebuilding and repair...Liens or payments on the property bill could be used as an enforcement mechanism. To help incentivize compliance, the City could work with the Arts Council New Orleans to generate a list of local artists who can work with property owners to create original artworks that also satisfy sidewalk maintenance requirements."

	1.E. Engage neighborhood residents, businesses and other stakeholders in proactive planning connected to the citywide Master Plan and citywide policies.	1. Create Area Plans for planning districts and neighborhoods.	CPC; neighborhood associations; District Councils (when formed)	First five years	CPC funded plans—general fund, CDBG, state and federal grants. Other funding for associations; etc.—Foundations, donations, university studios (in-kind), volunteers.	5.21
		2. Engage neighborhood groups and students to perform "Neighborhood Audits" of the public realm to aid in targeting resources for public improvements.	CPC (set framework, some coordination); neighborhood alliances and other non-profits; neighborhood groups; District Councils when formed	First five years	Volunteers; limited funding needed from donations, foundations	5.23
		3. Provide a structured Neighborhood Participation Program.	CPC; City Council (ordinance)	First five years	See Volume 2, Chapter 15 for details	5.23
		4. Hold public hearings, when needed, in the evening to enhance the opportunity for public participation.	CPC	First five	Staff and commissioner time	5.24

Add Recommended Action 5 to "Strategy 1E" to pages 5.8 and 5.25:

"5. Create incentive program that encourages citizen participation in neighborhood planning processes and the care and maintenance of the public realm, and integrate this into the Neighborhood Participation Program."

GOAL	RECOMMENDED STRATEGY	RECOMMENDED ACTIONS				FOR MORE INFORMATION SEE PAGE:
		HOW	WHO	WHEN	RESOURCES	
2. Redevelopment of blighted and vacant properties in all neighborhoods, focusing strategies to meet the respective needs of stable neighborhoods, recovering neighborhoods, and revitalization neighborhoods.	2.A. Accelerate redevelopment of blighted and vacant sites through a comprehensive blight elimination program under unified management.	1. Coordinate and organize the blight eradication programs and activities of the several agencies involved in the Mayor's office—with a specific person reporting directly to the Mayor focused on this goal.	Mayor's office	First five years	Staff time; general fund	5.24 - 5.25
		2. Improve code enforcement activities.	Safety & Permits	First five years	Staff time; enforcement fines	5.25
		3. Aid NORA and related agencies where possible in increasing capacity to redevelop blighted	Mayor and Council; NORA funding applications	First five years	State and federal funding including stimulus funding;	5.25

Add "Strategy 2B" to "Goal 2" to pages 5.9 and 5.30:

"2.B. Encourage innovative, experimental and low-cost uses of vacant properties to enhance the likelihood that a vacant space will eventually find a permanent use."

Amend language in Recommended Actions, "How":

1. "Create a strategy for implementing temporary use projects initiated by active citizens, citizen-groups, and nonprofit partners."
2. Work with relevant agencies, including NORA, to clear regulatory hurdles and create guidelines for implementing temporary interventions and projects throughout the city.
3. Establish a new category of temporary use permit that is suitable for a variety of temporary initiatives."

Add Rationale to "Strategy 2B" to page 5.30:

"Temporary approaches help mobilize limited resources to bring vacant land back to productive use by allowing for low-cost pilot testing of larger initiatives. Temporary interventions can drive innovation, working as catalysts in demonstrating opportunities for citizens and other non-municipal actors to get involved. Since they are short-term and reversible, temporary interventions are low-risk from the city's perspective, but can have major impacts on citizen agency and neighborhood improvement in the short and long term."

Chapter 7: Green Infrastructure: Parks, Open Space and Recreation

Volume 2, Chapter 7, Page No(s) 7.9 and 7.20

GOAL	RECOMMENDED STRATEGIES	RECOMMENDED ACTIONS					FOR MORE INFORMATION, SEE PAGE:
		HOW	WHO	WHEN	RESOURCES		
4. A park within walking distance—approximately one-third mile—of every New Orleans resident	4. A. Balance passive and active uses of parks and public spaces.	2. Make improvements in safe walking routes to parks.	NORD or successor organization; Parks & Parkways; DPW	Medium term	Seek grants from public health funders, such as Robert Wood Johnson Foundation	7.20	
		3. Prioritize creation of new parks or playgrounds for underserved areas where there is no park within walking distance and for access to resources of citywide importance such as the waterfront.	CPC, NORD or successor organization; Parks & Parkways	Medium term	COBS; general fund	7.20	
5. More public access to waterfronts	5.A. Create parks and public spaces along the Mississippi River	1. Enhance parks and public access along the Mississippi River.	New Orleans Building Corp.	First five years	D-CDBG	7.21	

Amend language in Action 4.A.2 to page 7.9 and 7.20:

"Utilize artistic interventions in the course of safe walking routes."

Add Strategy 4.B to page 7.9 and 7.20:

"Acknowledge community and cultural assets in public space through public art + design intervention"

Actions

How: Work with communities to define what is useful in a park (public) space through community processes

Who: Arts Council New Orleans; P&P, DPW

When: Medium Term"

Volume 2, Chapter 7, Page No(s) 7.10 and 7.23

VOLUME 2 | CHAPTER 7 | GREEN INFRASTRUCTURE: PARKS, OPEN SPACE AND RECREATION

FIRST FIVE YEARS: 2010-2014 MEDIUM TERM: 2015-2019 LONG TERM: 2020-2030

GOAL	RECOMMENDED STRATEGIES	RECOMMENDED ACTIONS					FOR MORE INFORMATION, SEE PAGE:
		HOW	WHO	WHEN	RESOURCES		
6. More green connections throughout the city	6.A. Create linear parks and greenways for multi-use pathways using the city's neutral grounds and other linear connections, such as levees, canal edges and rail lines.	4. Explore the feasibility of daylighting canals that have been covered over and creating additional canals for water storage and amenity.	See Volume 2, Chapter 12 and Volume 3, Chapter 12 for more detailed discussion.	Long term	Variable	7.23	
		5. Use neutral grounds, levees, canal edges and rail lines as potential greenway connectors.	Parks & Parkways; Levee Board; DPW	Medium term	Variable according to project	7.23	
7. Maintenance	7.A. Establish ev...	1. Create a committee	Parks & Parkways	First five	Staff time	7.23	

Add Strategy 6.B to pages 7.10 and 7.23:

"Incentivize private owners to develop short to medium term public creative common space throughout neighborhoods.

How: Utilize zoning and permitting levers to encourage the creative use of lots that are underutilized

Who: CPC, Chief Accountant's Office, NORA, Arts Council

When: Medium Term"

Volume 2, Chapter 7, Page No(s) 7.11 and 7.26

	11. More effective coordination and cost-effective management of park and recreation resources and programs	11.A. Coordinate park and recreation resources and activities throughout the city.	1. Establish an inter-agency parks and recreation coordinating group for all relevant city, nonprofit, private, and parish agencies.	Convened by CPC; all park management groups; private recreation providers	First five years	Staff time	7.26
	12. Neighborhood participation in decision-making about parks and recreation	12.A. Survey both park and recreation users on a regular basis.	1. Require instructors to use evaluation forms in classes.	NORD	First five years	Staff time	7.27

Amend language in Goal 11, pages 7.11 and 7.26:

"More effective coordination and cost-effective management of parks, public art (civic spaces), recreation resources and programs"

Volume 2, Chapter 7, Page No(s) 7.11 and 7.26

	11. More effective coordination and cost-effective management of park and recreation resources and programs	11.A. Coordinate park and recreation resources and activities throughout the city.	1. Establish an inter-agency parks and recreation coordinating group for all relevant city, nonprofit, private, and parish agencies.	Convened by CPC; all park management groups; private recreation providers	First five years	Staff time	7.26
	12. Neighborhood participation in decision-making about parks and recreation	12.A. Survey both park and recreation users on a regular basis.	1. Require instructors to use evaluation forms in classes.	NORD	First five years	Staff time	7.27
2. Use the web page for surveys. If a web-based survey utilities are available.			NORD; City IT	First five years	Staff time	7.27	
3. Conduct a scientific survey every 10 years.			NORD	Long term	\$30,000	7.27	
	12.B. Establish a system for community participation in decision-making about parks and recreation	1. Integrate a system with the NPP district	1. Integrate a system with the NPP district	CPC working through NPP organization to	First five years	Staff time	7.27

Amend language in Recommendation 12.A, page 7.11 and 7.27:

"Creatively survey users of parks and recreation through creative place-making practices, on a regular basis."

Add Recommended Action 12.A.4 to pages 7.11 and 7.27:

"Utilize creative place-making to generate user information and engagement

Who: Arts Council

When: First five years

Amend language in Action 15.A page 7.12:

"15.A ~~Provide~~Utilize the arts to create user-friendly community driven communications, including an interactive website, an annual report, consistent signage and similar efforts."

	groups for parks.					
15. Effective marketing of the municipal park and recreation system to citizens and visitors	15.A. Provide user-friendly communications, including an interactive web site, an annual report, consistent signage and similar efforts.	1. Improve the web pages, provide an annual report, and consistent signage.	Park & Parkways; NORD	Medium term	Staff time	7.29

Add Action 15.A.2 to page 7.12 and 7.29-7.30:

GOAL 15

Effective marketing of the municipal park and recreation system to citizens and visitors

15.A Provide user-friendly communications, including an interactive web site, an annual report, consistent signage, and similar efforts.
Audubon Institute and increasingly, City Park, do a good job of marketing themselves to park users. NORD and Parks and Parkways, with much more constrained funding, have not. However, investment in marketing to the public is a way to increase the constituency for parks and for recreation programs. Start up funding for a public communication program could be sought from corporate partners or foundations.

RECOMMENDED ACTION

1. *Improve the web pages, provide an annual report, and consistent signage.*
Who: Parks and Parkways; NORD
When: Medium term
Resources: Staff time

PLAN FOR THE 21st CENTURY: NEW ORLEANS 2030, ADOPTED AUGUST 2010 [AS AMENDED THROUGH 2012] | 7.29

"Utilize the creative assets of the city to provide art and design that enhances public spaces. Work with the cities designated arts organization to develop the creative way-finding and signage initiatives throughout the city."

Who: Arts Council

When: Medium Term

Resource: Staff Time

Add Rationale to Action 15 A.2, page 7.29-7.30:

"New Orleans is an organically creative place that uses public space in a variety of ways to enhance the living conditions of its residents. The city can be advantaged through the active inclusion of artists and designers in the more formal processes of participation and public space development."

Chapter 9: Enhancing Prosperity and Opportunity

Volume 2, Chapter 9, Page No(s) 9.9 and 9.23:

GOAL	RECOMMENDED STRATEGIES	RECOMMENDED ACTIONS:					FOR MORE INFORMATION, SEE PAGE.
		HOW	WHO	WHEN	RESOURCES		
3. Presentation and expansion of established industries	3.B. Preserve and expand the arts and culture industries.	1. Market the city as an arts and cultural center to locals, visitors, potential visitors, and arts competitions.	Tourism and arts organizations	First five years	Staff time	9.23	
		2. Develop additional cultural facilities and venues.	Tourism and arts organizations	First five years	Staff time	9.24	
		3. Support more comprehensive and coordinated workforce and cultural entrepreneurship training.	Job 1; PPP	First five years	Staff time	9.24	
		4. Encourage policies to make New Orleans a more appealing and affordable environment for creative professionals.	CNO, Inc; PPP	First five years	Staff time	9.25	
		5. Support more comprehensive and coordinated cultural marketing approaches including efforts targeted at different industry segments.	PPP	First five years	Staff time	9.25	
		6. Market and Invest in state-designated Cultural Products Districts.	Community Development	First five years	State funds; CDBG; private investment with tax credits	9.25	

Amend language in Recommended Actions, 3.B. "Who;" add to all: "Arts Council New Orleans."

Volume 2, Chapter 9, Page No(s) 9.13 and 9.45-46:

	9.B. Enhance transit, pedestrian and bicycle access to and within downtown.	1. Implement the Downtown Development District Downtown Mobility and Parking Study, including establishment of a coordinated parking program.	DDD; DPW	First five years	Staff time;	9.45
		2. Improve the pedestrian environment throughout downtown.	DDD; DPW	First five years	Staff time	9.45
		3. Enhance bicycle connectivity to downtown through the provision of bike infrastructure including the construction of the Lafitte Greenway.	DDD; DPW; Project Delivery Unit	First five years	Staff time	9.45

Add Action 4 to Strategy 9.B:

"4. Incentive the development of downtown parking structures that include facilities/amenities to encourage biking and walking."

productivity and enable employers to pay higher wages.

<p>3.B Preserve and expand the arts and culture industries.</p> <p>RECOMMENDED ACTIONS</p> <p>1. <i>Market the city as an arts and cultural center to locals, visitors, potential visitors, and arts competitions.</i></p> <p><i>Who: Tourism and arts organizations</i> <i>When: First five years</i> <i>Resources: Business funding, city economic development funds</i></p> <p>> <i>Establish a Cultural Commission or Department of Cultural Affairs to advise the mayor, city council and other agencies on promoting, measuring and improving arts and cultural</i></p>
--

Amend language to Section 3.B., Recommended Action 1:

"1. Market the city as an arts and cultural center to locals, visitors, potential visitors and arts competitions....

> Create a dedicated staff position to serve as primary liaison between the City and the Arts and Culture community.

> Strengthen the existing relationship with the Arts Council New Orleans, the City's official arts agency, and the CVB, to promote the development of cultural industries in a strategic and comprehensive way The City should work with the Arts Council of New Orleans, already the city's designated arts agency, to implement initiatives such as: cultural planning, public art and civic design review, cultural equity grants to support citizen creativity, artist professional development, and expanding percent for art and art in public places projects.

> Support the creation of a Master Plan for Public Art and Civic Design to guide Strategic investments throughout the city."

Add Rationale to "Recommend Action 1:

"The current MP suggests the creation of a Cultural Commission or Department of Cultural Affairs. However, the activities and responsibilities that are described are already within the purview of the Arts Council. We believe it would be redundant and inefficient to create a new department to do what the Arts Council, the official arts agency of the city, is already doing. Rather, we would like to strengthen the relationship and specific partnership agreements."

> Work with the private and philanthropic sectors to increase funding for nonprofit cultural organizations.

2. *Develop additional cultural facilities and venues.*
Who: Tourism and arts organizations
When: First five years
Resources: Staff time

New Orleans needs more small-scale performance and exhibition spaces. Neighborhood cultural spaces would provide exposure and income-generating opportunities for local artists, create livelier neighborhood commercial centers, and bring visitors from outside these neighborhoods who would also patronize local shops and restaurants. Proposals have already been aired to incorporate such facilities into libraries and recreation centers

> Provide funding for an expanded public art program in public buildings, parks, and along public rights of way. Continue to fund the One Percent for Art program.

> Expedite the redevelopment of performance venues, including the Saenger, Orpheum, Joy, and State Palace Theaters and the Municipal Auditorium.

> Pursue public and philanthropic funding to complete the Louisiana ArtWorks facility on Howard Avenue.

> Work with public-private partnerships to adaptively reuse surplus public buildings and abandoned buildings as affordable studio, exhibition and performance space.

> Enhance arts and live music programming in Armstrong Park and Congo Square.

> Work with the National Park Service to expedite the development of the Jazz National Historical Park in Armstrong Park.

> Support the Reinventing the Crescent riverfront plan in creating a live performance amphitheater along the Mississippi River.

> Preserve and restore historic, single-screen neighborhood theaters as venues for movies and live performances.

> Create new opportunities for context-sensitive neighborhood performance spaces, art galleries and studio spaces to bring in visitors to support local artists and create livelier neighborhood commercial centers.

Amend existing language to Section 3.B., Recommended Action 2:

"2. ~~Develop additional~~ Identify and preserve existing cultural facilities and venues, and work to develop additional spaces..

...> Provide funding for an expanded public art program by working with the Arts Council to: amend the Percent for Art Ordinance increase percentage of municipal project budgets dedicated to public art provision; and expand the ordinance to include private development."

> Support the development of a micro-grant program to provide seed capital for small arts and performance venues."

9.B Enhance transit, pedestrian and bicycle access to and within downtown.
 The transportation element of this Plan (Chapter 13) outlines some of the specific route adjustments, performance improvements, and other changes that the RTA should implement to attract more riders. All of these improvements will greatly improve transit access to downtown and will therefore make downtown a more compelling destination for work, shopping, and entertainment. However, many improvements specifically targeted to downtown would make for a more inviting, accessible, and pedestrian friendly environment.

RECOMMENDED ACTIONS

1. *Implement the recommendations of the Downtown Development District's Downtown Mobility and Parking Study, including the establishment of a coordinated parking program.*
 Who: DDD, DPW
 When: First five years
 Resources: Staff time

The recently completed study outlines a number of priority investments to improve traffic flow, pedestrian safety, and overall mobility. The recommendations of the study should be implemented, with particular attention to the establishment of a parking authority and coordinated off-street parking program.

2. *Improve the pedestrian environment throughout downtown.*
 Who: DDD, DPW
 When: First five years
 Resources: Staff time; bonds

Streetscape improvements are needed to set the stage for redevelopment along a number of corridors: the Rampart/Loyola corridor, currently dominated by surface parking lots, and the Tulane Avenue corridor adjacent to the Tulane Medical Center and the shuttered VA and Charity hospitals. In order to create additional access points to the Riverwalk, increase ridership on the Riverfront Streetcar, and enliven the streetscape on Convention Center Boulevard, a number of pedestrian access points should be created. These pedestrian promenades should be clearly demarcated, visible, attractively landscaped, and should incorporate commercial development to ensure that they remain active and safe.

3. *Enhance bicycle connectivity to downtown through the provision of bike infrastructure including the construction of the Lafitte Greenway.*
 Who: DDD, DPW; Project Delivery Unit
 When: First five years
 Resources: D-CDBG; bonds; Staff time

PLAN FOR THE 21ST CENTURY: NEW ORLEANS 2030, ADOPTED AUGUST 2010 [AS AMENDED THROUGH 2012] | 9.45

Amend language to Strategy 9.B, Recommended Action 2, Line 8:

“incorporate commercial development to ensure that they remain active and safe...In order to pilot test potential streetscape improvements, the city and DDD can work with the Arts Council New Orleans to develop a “Pavement to Parks” initiative. The initiative would encourage the development of temporary, low-cost parakeets and plazas throughout these areas (see page 11.12).

Add Action 4 to Strategy 9.B.:

“4. Consider incentivizing the development of downtown parking structures as multi-modal transit hubs that include facilities/amenities to encourage biking and walking.

The city should encourage and incentivize the development/rehabilitation of downtown parking structures that provide amenities to encourage biking and walking (i.e. showers, locker and locker rooms, bike parking/bike share, green space, and public art).”

Chapter 10: Community Facilities, Services, and Infrastructure

Volume 2, Chapter 10, Page No(s) 10.11 and 10.22:

GOAL	RECOMMENDED STRATEGIES	RECOMMENDED ACTIONS:					FOR MORE INFORMATION, SEE PAGE:
		HOW	WHO	WHEN	RESOURCES		
3. Cost, efficient, resource-efficient, well-maintained public facilities and services	3.B. Provide a library system accessible to all neighborhoods with libraries that function as centers of learning and centers of community.	3. Seek partnerships and new funding sources to enhance facilities and services.	Library system; public-private partnerships	First five years	Foundations	10.21	
		4. Build capacity by increasing the print collection to meet peer standards, increasing the number of computers and non-print collection.	Library system; public-private partnerships	First five years	Foundations	10.21	
		5. Provide meeting and program spaces in all but the smallest locations.	Library system; CAO's office; Project Delivery Unit	First five years	Recovery funding; capital funds	10.21	
		6. Involve citizens in planning library design and operations.	Library System; Citizen Participation System	First five years	Staff time	10.21	
		7. Create a range of branch sizes, from storefront to community to main branch in order to create an optimal network.	Library Systems; Project Delivery Unit	First five years	D-CDBG	10.22	
	3.C. Establish an asset management system for all city property and facilities, including streets, to be fully operating in 2015.	1. Make establishment and implementation of an asset management system, including training and ongoing upkeep of the system, a high priority.	Mayor's Office; CAO	First five years	General fund	10.22	
4. State of the art	4.A. Promote col-	1. Where feasible, combine	School District;	First	Staff time	10.22	

Add Recommended Strategy 3.D:

"3.D: Encourage citizens to become actively involved in the care and maintenance of public space and civic infrastructure in their neighborhoods."

Add Recommended Action 3.D(1):

"1. Create an ordinance that allows for collaboration between the City and citizen-led groups for the care and regeneration of public space and civic infrastructure."

Add Rationale to Recommended Action 3.D(1): "City and state budget shortfalls result in limited capacity for city agencies to meet demands for public space and civic infrastructure maintenance and improvement. This includes public parks and recreation centers, sidewalks and neutral grounds, transit and pedestrian infrastructure including bus shelters and crosswalks. Clearing regulatory hurdles to allow for active citizens and citizen-groups to take on projects that help maintain public space and infrastructure is a low-cost way to ensure and improve their ongoing quality and useability. Furthermore, encouraging these collaborations supports and catalyzes active citizenship."

Example:

City of Bologna Italy Regulation on the Collaboration Between Citizens and the City for the Care and Regeneration of Urban Commons.

Chapter 11: Transportation

Volume 2, Chapter 11, Page No(s) 11.12 and 11.33:

GOAL	RECOMMENDED STRATEGIES	HOW	WHO	WHEN	RESOURCES	INFORMATION, SEE PAGE:
3. Roadways that integrate vehicle transportation with bicycling and walking	3.J. Develop programs that address enforcement, education and encouragement of bicycling.	1. Coordinate with NOPD to better enforce bicycle laws for both bicyclists and motorists.	CPC	First five years	Federal funds COBG, bond funds	11.33
		2. Improve tracking, analysis and dissemination of crash data to guide funding to address problem areas.	DPW, RPC bike pedestrian staff	First five years	Federal funds	11.33
		3. Encourage and support events including Bike to Work, No-Car Days, Festival rides, etc.	Mayor's staff, Public Affairs	First five years	Staff time, volunteer	11.33

Add Strategy 3.J to Goal 3 to pages 11.12 and 11.33:

"Develop a "Pavement to Parks" Program to encourage public participation while allowing for low-cost, temporary pilot testing of projects to improve pedestrian, bicycle, and transit-user experience."

Add Recommended Actions to Strategy 3.J "How" to page 11.12 and 11.33:

"1. Create and adopt a city-wide parklet policy to establish guidelines for temporary parklets & plazas within public right-of-ways to enhance pedestrian use of streets.

2. Identify appropriate locations and design parameters to aid residents, neighborhood association and business in developing parklets.

3. Work with the Arts Council of New Orleans to provide technical and design assistance to ensure functional and aesthetic quality of new parklets."

Add Recommended Actions "Who" to page 11.12 and 11.33: "DPW, RPC, Art Council."

Add Rationale and "Example" to Recommended to Strategy 3.J, page 11.33:

"Streets, sidewalks, neutral ground, and public right of ways make up a significant percentage of New Orleans' land area. Much of this space is underutilized as public amenity. Parklets are temporary spaces created in public right-of-way that convert underutilized space and/or curbside parking spaces into seating and gathering spaces. Plazas can be created in alleyways, vacant/underutilized lots, or wide neutral grounds. Both parklets and plazas help create pedestrian-oriented spaces that improve quality of life for residents and help drive commercial traffic. They offer a low cost, temporary means for pilot testing more permanent improvements, and help encourage resident participation due to their accessibility and scale. Parklets and plazas can also enhance neighborhood distinctiveness and character."

Examples:

Los Angeles County/LADOT " People Street" Program; City of Phoenix Parklet Program; City of Minneapolis Parklet Program; City of San Francisco "Pavement to Parks" program."

Chapter 14: Land Use Plan

Volume 2, Chapter 14, Page No(s) 14.8:

	Create a framework for accepting, placing and maintaining public art in a way that ensures excellence and cost-effectiveness	<p>Create a framework for accepting, placing and maintaining public art in a way that ensures excellence and cost-effectiveness.</p> <p>Adopt an Artwork Donation Policy for the city that sets specific policies and procedures for all aspects of accepting, installing and maintaining public art.</p> <p>Establish expanded maintenance criteria by encouraging placement of donated public art according to the City's "Policy Guidelines for Donations of Artwork," involving the Donation Process Review Committee as identified in the Arts Donation Policy.</p>
--	--	---

Amend Existing Language to Goal 3, Strategy 3:

~~"Create a strategic framework for accepting, placing and maintaining public art in a way that ensures excellence and cost-effectiveness to guide investments in public art and civic design including new commissions, priority locations, and typologies appropriate to specific neighborhoods."~~

Amend Existing Actions Under "Goal 3, Strategy 3":

~~"Adopt an Artwork Donation Policy for the City that sets specific policies and procedures for all aspects of accepting, installing and maintaining public art."~~

~~"Establish expanded maintenance criteria by encouraging placement of donated public art according to the City's "Policy Guidelines for Donations of Artwork," involving the Donation Process Review Committee as identified in the Arts Donation Policy."~~

Add Action to "Goal 3, Strategy 3:

"Establish a Master Plan for Public Art and Civic Design."

"Who: Arts Council New Orleans."

Add "Strategy 4 to" "Goal 3":

"Expand the city's public art program."

Add Action 4.1 to Strategy 4:

"Amend the Percent for Art Ordinance to include private development."

Add Action 4.2 to Strategy 4:

"Streamline processes and tools necessary for identifying, planning and implementing new public art and civic design projects, and for reviewing and approving projects proposed by developers that are instigated through percent for art requirements."

Add Action 4.3 to Strategy 4:

"Strengthen relationship with non-profits (especially ACNO) that can help broker public/private partnerships and secure additional funding for public art."

"Who: City Council (for ordinance), Art Council, DPW"

Chapter 16: Implementation

Volume 2, Chapter 16, Page No(s) 16.4:

GOAL	RECOMMENDED STRATEGY	HOW	WHO	WHEN	RESOURCES	INFORMATION SEE PAGE:
1. A culture of planning requiring participation in and approval of all planning that affects the city's welfare	1.A. Position the CPC to take the lead in promoting the city's interest in creating a quality urban environment from all development projects.	1. Provide the CPC with the staffing and other resources necessary to implement the Master Plan.	Mayor; City Council; CPC	First five years	General fund; federal funds	16.8 - 16.9
		2. Create a system in which all stakeholders work with project proponents and the city to resolve differences and create successful development outcomes.	CPC through the Neighborhood Participation Program	First five years	Staff time; grants	16.9
		3. Create partnerships with the city's education and other institutions over physical development issues and consider institutional master plans as the vehicle.	CPC; educational institutions; medical institutions	First five years	Staff time; grants	16.9

Amend "Strategy 1.A, Action 3" Existing Language:

"Create partnerships with the city's education, arts and culture, recreation, and other institutions over physical development issues and consider institutional master plans as the vehicle."

Amend "Strategy 1.A, Action 3 Who" Existing Language:

"CPC, members of the Planning Advisory Committee, Arts Council New Orleans."



Notices

All notices, requests, demands and other communications which are required can be sent to:

- a. Application inquiries: Arts Council New Orleans
Place + Civic Design Department
935 Gravier St. Suite 850
New Orleans, LA 70112
(504) 523-1465

Heidi Schmalbach, Associate Director
Creative Placemaking
heidi@artsneworleans.org

Bryan Lee Jr., Director
Place + Civic Design
bryan@artsneworleans.org