



City Planning Commission



Date	09/09/16
Tracking Number	16-2051

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 July 29th. 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 NJK Date Recieved 09/09/16
 Amount Received — Planning District 2



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 2 Chapter(s) 14 Page No(s) Appendix Title(s) Opportunity Site

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

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

CCRA is requesting that current site of the Brown's Dairy Operations in Central City (Planning District 2) be designated as an opportunity site in the revised Master Plan. The redevelopment of the site holds tremendous ramifications for the future growth of neighborhood. CCRA is advocating for fair and equitable development that result in a viable redevelopment that offers both economic growth and community benefit. Please see attachment for additional site details and supporting information.

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 applicaton is needed for each non-contiguous property) _____

N/A

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 _____



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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) Central City Renaissance Alliance

Address 1631 Oretha Castle Haley Blvd. 4th Floor

City New Orleans State LA Zip 70113

Phone 504.581.5301 Email address trjames@myccra.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 _____



September 7, 2016

City Planning Commission
1300 Perdido St. 7th floor
New Orleans, LA 70112

Re: Central City Renaissance Alliance
Master Plan Amendment Request

Dear City Planning Commissioners:

We thoughtfully request that Brown's Dairy Site in Central City (Planning District 2) be designated as an Opportunity Site in the City of New Orleans Master Plan.

With the impending relocation of Brown's Dairy operation-a prime real estate development opportunity will soon be available in the heart of the city. The potential redevelopment holds significant ramifications for the future of growth of Central City and the Greater New Orleans community given the locality.

We are strongly vested in ensuring successful alignment with the goals of the community and the City's Master Plan. We see tremendous potential for this transformative development to provide both economic impact and community benefit.

Our primary redevelopment goal is to ensure future investments that expand economic opportunity and/or workforce development for all residents. Our community remains in dire need of economic opportunities-more so now with the lost of the 180 jobs that will no longer be available through Deans Food/Brown's Dairy.

Attachment B provides maps of the existing site and the future land use. Although the parcel is zoned MU2 according to the Comprehensive Zoning Ordinance and allows for a myriad of uses; we would like to advocate that planned development use with standards in Article 5 be applied to the redevelopment considerations.

Please see the attached matrix with recommended policies for decision makers and recommended strategies/actions. We look forward to partnering with you to ensure that redevelopment of the site align with the Master Plan's vision and the community goals.

Respectfully,

A handwritten signature in black ink that reads "Tanya R. James".

Tanya R. James
Executive Director, Central City Renaissance Alliance

Attachments:

- A. Recommended Actions
- B. Existing Site and Future Land Use

Attachment A: Master Plan Amendments for Inclusion in Chapter 14: Land Use and Designation as an Opportunity Site

I. Community Vision and Goals

In recent visioning sessions with community leaders the following strategic priorities were identified: 1) community economic development; 2) cultural preservation; and 3) development without displacement. Land use recommendations center on transit oriented development that provides economic opportunity, workforce development and/ or truly affordable housing for all residents.

II. Recommended Policies for Decision makers

- Support equitable redevelopment options and manage issues and pressures related to gentrification
- Advocate for the negotiation of a community benefit agreement between residents and developers.
- Promote understanding of the symbiotic connection between resident's needs and concerns and the needs and concerns of developers.
- Promote restoration and redevelopment of the existing commercial site
- Preserve and enhance Central City's intricate, historic architectural fabric.

III. Recommended Actions

Strategy 1: Commit funding to attract new businesses that align with public investments connected to revitalization of O. C. Haley Main Street Initiative.

Who: NOLA Business Alliance
When: Next Year
Resources: Staffing

Strategy 2: Explore the feasibility of reopening access to Thalia Street with the goal to increase connectivity and walkability.

Who: CPC/DPW
When: 1-5 years
Resources: Staffing

Strategy 3: Identify funding to incentivize neighborhood level investments that capitalize on the cultural assets embedded within the community and aim to reinvigorate MLK Blvd.

Who: NEO/NORA/NOLABA

When: 1-5 years

Resources: Staffing

Strategy 4: Broker relationship between developer and neighborhood engagement partners during planning phase and throughout the due diligence process.

Who: City Administration, Council Office, CPC

When: Next 1-5 year

Resources: Staffing

Strategy 5: Fund neighborhood planning process to inform economic development scenarios along with exploration of affordable housing potential.

Who: NORA, Office of Neighborhood Engagement, GNOHA

When: Next 1-5 years

Resources: Staffing, Funding, and Consultants

Strategy 6: Ensure owners present a plan for complete remediation of the existing site.

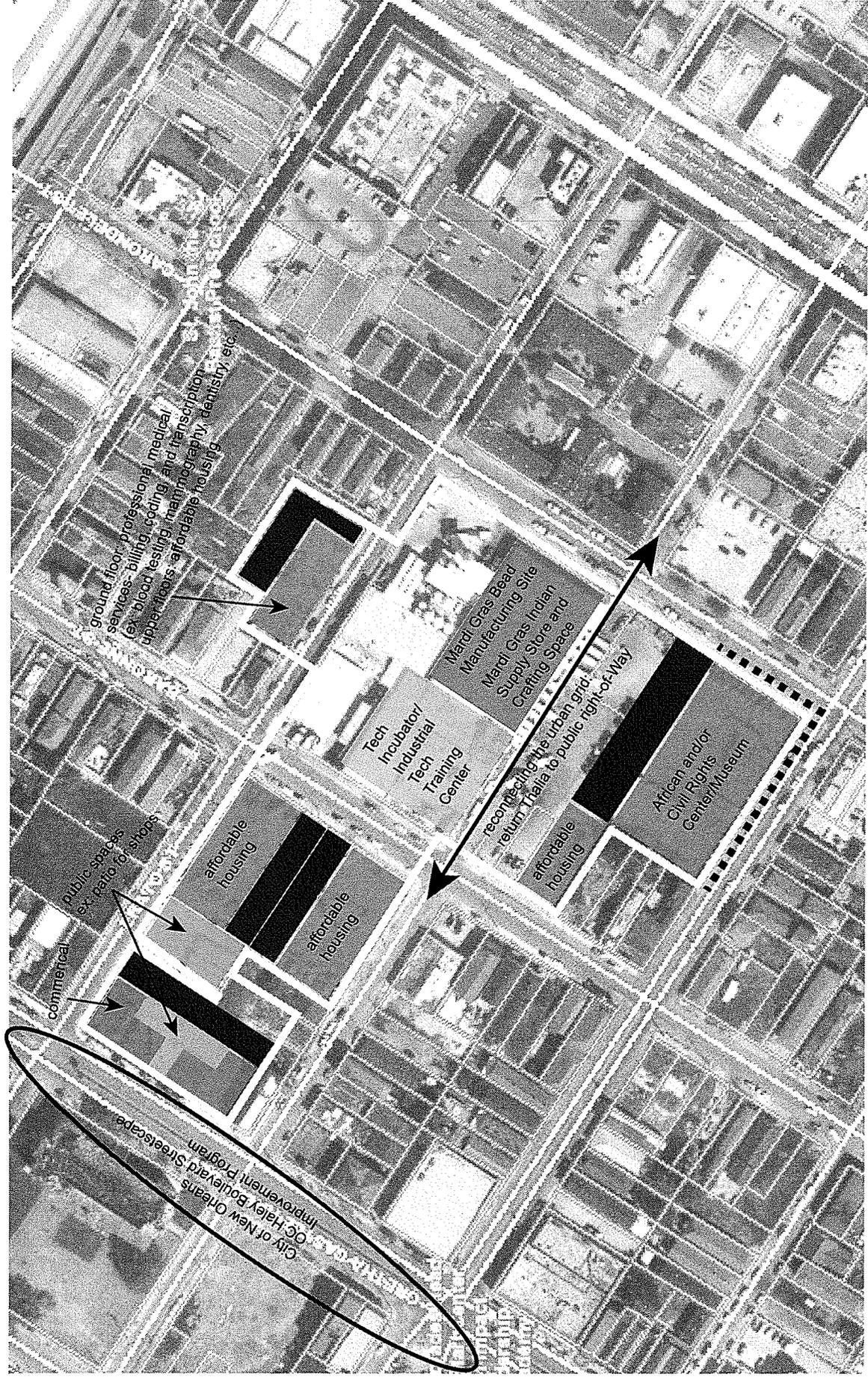
Who: Code Enforcement/Environmental Quality

When: 1-5 Next years

Resources: Staffing, Funding, and Consultants

Attachment B: Site Maps and Considerations

SITE CONCEPT



Potential Types of Infill Development Spaces:

- Economic Development
- Workforce and Training Program
- Mixed Use
- Public Space
- Parking
- Mural to save and possibly relocate



BROWN'S DAIRY PROPERTY (Source: nolaassessor.com)

- SFG Management, LLC
- Southern Food Groups, LLC
- Schepps Foremost Inc.



City of New Orleans - Assessed Value (Source: nolaassessor.com)

- Block 1: \$2,990,250
- Block 2: \$829,800
- Block 3: \$97,400



Zoning (Source: property.nola.gov)

- MU-2
- High Intensity Mixed Use
- Max height: 85 feet or 7 stories
- Max density: 54 units per acre



Typical Urban Design Considerations:

- Use
- Height
- Parking



Typical Urban Design Considerations:

- Addressing OCH Blvd.
- Addressing MLK Blvd.
- Thalia St. connection