



City Planning Commission



Date	<u>Sept 9 2016</u>
Tracking Number	<u>16-2030</u>

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 Sept 9 2016
 Amount Received \$1500 Planning District Text



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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) 6, 13, 26-27 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 attachments)

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) _____

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) Sherman Strategies, LLC

Address 625 Baronne Street, Suite 200

City New Orleans State LA Zip 70113

Phone (504) 250-2257 Email address mike@shermanstrategiesllc.com

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 _____
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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 *[Signature]* Date Sep 8, 16

Applicant Signature *Mike Sherman* Date _____

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

STATE OF LOUISIANA, PARISH OF ORLEANS

[Signature]

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 8th day of September 2016.

My Commission Expires at death

Consent, Authorization, and Resolution of
SHERMAN STRATEGIES, LLC

I, MICHAEL SHERMAN, the undersigned, being the Managing Member of Sherman Strategies, LLC, (the "Company") do hereby certify that the following resolution was adopted by the Company at a meeting of the Company duly convened and held on the 8th day of September, 2016;

WHEREAS, Michael Sherman ("Authorized Individual") is the Managing Member of the Company;

WHEREAS, the Company intends to submit a Master Plan Application to the City of New Orleans;


NOW, THEREFORE, the Company hereby authorizes Michael Sherman to do the following:

(a) To sign any and all documents relating to land use and Master Plan applications with the City of New Orleans;

(b) Generally to do and perform any and all acts and sign any and all agreements, obligations, instruments, and other writings of any kind whatsoever in connection with the authorizations granted herein.

The Company agrees that the Authorized Individual is hereby authorized, empowered and directed to execute and deliver all instruments, documents, agreements and other writings in connection to the applications, authorized herein. The Company and all parties thereto shall be bound by all instruments, documents, agreements and other writings executed by the Authorized Individual.

Any person, to whom any representative of the Company gives an original of this Consent, Authorization and Resolution is hereby authorized and entitled to rely on the authorizations granted herein unless and until written instructions to the contrary, signed by an Officer of the Company, are delivered to that person.

By: 

Michael G. Sherman, on behalf of,
Sherman Strategies, LLC

8 September 2016

City Planning Commission Staff
1300 Perdido St, 7th Floor
New Orleans, LA 70112

Re: Proposed Change in Text of Master Plan

Dear CPC Staff:

Thank you for your leadership in managing the considerable undertaking of the Master Plan application and amendment process.

Please find attached an application to propose a change to the text of the Master Plan. The spirit of this proposal is to allow for mixed-use and residential development in industrial land use categories but only where appropriate. We note and fully agree with the goal of preserving land for industrial uses where there are active and prospective uses. With that policy in mind, we propose an additional goal of allowing for mixed-use and residential development for properties that are already adjacent to open space, residential, or even mixed-use land uses categories. The intent here is to speak specifically for industrial areas in the urban core that are in need of revitalization, while still maintaining the need for the preservation of industrial uses.

We remain available to provide supplemental information should it be needed. Again, we truly appreciate your efforts in this process.

Sincerely,

Mike Sherman
(504) 250-2257
mike@shermanstrategiesllc.com

Avery C. Foret
(504) 301-5228
avery@shermanstrategiesllc.com

[Italicized and underlined are additions]

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INDUSTRIAL

Goal: Retain land to further strengthen port activity, maritime-related activities, manufacturing and other uses that provide jobs and opportunities for New Orleans' residents. Allow vacant or underutilized, industrial property that is adjacent to open space and recreation future land use categories, residential future land use categories, or mixed-use future land use categories to be developed into mixed-use and/or residential uses.

Range of Uses: Heavy manufacturing, maritime uses, urban mixed-use activities, water treatment and transfer and large warehousing/distribution facilities.

Development Character: Often located near rail and highway infrastructure, massing and bulk will vary depending on location, however, proper buffers/standards required, particularly when abutting residential neighborhoods.

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Goal 1

Under first strategy: "Promote walkable, mixed-use environments and transit-oriented development."

Allow vacant or underutilized, industrial property that is adjacent to open space and recreation future land use categories, residential future land use categories, or mixed-use future land use categories to be developed into mixed-use and/or residential uses.

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New neighborhoods

Under second bullet point "Design mixed-use neighborhood centers on large sites, such as underutilized or vacant retail or industrial sites by:"

Allowing vacant or underutilized, industrial property that is adjacent to open space and recreation future land use categories, residential future land use categories, or mixed-use future land use categories to be developed into mixed-use and/or residential uses.