The City of New Orleans occupies the whole of the Parish of Orleans. Co-existing as both city and parish, New Orleans’ 455,000 pre-Katrina residents occupied 116,000 acres of land.

Planning Districts 3 and 4 are imbedded in the heart of the original city center. District 3 is 4,800 acres in size, while District 4 is 4,400 acres. They combine for a total of 9,200 acres and over 20 diverse historic neighborhoods with varying and sometimes conflicting needs and agendas.

Districts 3 & 4 contain a collection of vibrant inner-city neighborhoods with a vast array of 19th-century architecture. These structures weave the architectural fabric that helps create New Orleans’ wonderful character, ensuring a prominent place in the urban architectural landscape.

The following pages illustrate parts of the process and a few of over 50 different urban planning projects designed with and approved by the citizens of District 3 & 4.
The District 3 Recovery Plan illustrates two kinds of projects: District Recovery Planning Projects and Individual Recovery Projects. These projects emerged from public input that included district-wide meetings and meetings with Neighborhood Steering Committees and stakeholders.

Recovery Projects focus on essentials for restoring at a minimum—services, infrastructure and quality of life to pre-Katrina levels. Recovery Projects were prioritized as “High,” “Medium” or “Low” based on factors such as community support, cost, feasibility, timeframe and overall recovery impact. Citizens decided on the prioritization of District Recovery Projects at the District and Steering Committees meetings.

In District 3, for example, there were 20 priority recovery projects and 100 individual recovery projects.
The District 4 Recovery Plan illustrates two kinds of projects: District Recovery Planning Projects and Individual Recovery Projects. These projects emerged from public input that included district meetings and meetings with Steering Committees and neighborhood stakeholders. Recovery Projects focus on essentials for restoring services, infrastructure and quality of life to pre-Katrina levels, at a minimum. Recovery Projects were prioritized as “High,” “Medium” or “Low” on factors such as community support, cost, feasibility, timeframe and overall recovery impact. Citizens voted on the prioritization of District Recovery Projects at the District and Steering Committees meetings.

In District 4, there were 29 priority recovery projects and over 100 individual recovery projects.
In order to lay the groundwork for realistic and fundable plans and programs, extensive analytical assessments were conducted by our team in September – December 2007 to insure accurate (not rumored) information for both residents and planners.

Our assessment included GIS mapping and analysis of several social, political, spatial and economic impacts of pre-and post-Katrina conditions in Districts 3 and 4 and their neighborhoods.

This information served as a guide for identifying the challenges to recovery and was the foundation for creating both recovery scenarios and realistic planning proposals. This slide illustrates just 4 of many specific studies prepared with the help of a diverse group of expert consultants on our planning team.
Our assessment also included survey and analysis of the on-the-ground conditions of over 50 blocks and 1500 units in District 3 & 4 in October 2006.

Because many neighborhoods occupy large land areas, there is much variation within neighborhoods in terms of recovery activity. One sample block in Mid City, for example, had no occupied houses, whereas another had 50% occupied. Sample blocks with high levels of inactivity were common.
DISTRICT 3 & 4
UNIFIED NEW ORLEANS PLAN

COMMUNITY OUTREACH & PUBLIC PARTICIPATION

We made great efforts to insure widespread outreach and conducted numerous meetings to ensure a bottom-up neighborhood driven planning process.

Input was gathered from over 100 meetings in the homes and on the front porches of neighborhood leaders, phone calls with citizens, a constant stream of emails, and from plans, documents and newsletters provided to us by many active neighborhood associations.

Specific and general District-wide Needs, Vision and Goals were developed from weekly individual neighborhood meetings, a joint multi-neighborhood (“sector”) steering committee meeting and District-wide Meetings.
DISTRICT 3 & 4
UNIFIED NEW ORLEANS PLAN

3 RECOVERY SCENARIOS

Recovery scenarios balanced community desires with physical, economic and environmental constraints. New Orleans, post-Katrina, faces all of three of these real constraints.

Its infrastructure needs are overwhelming, its population has been cut in half, its economy is in a state of flux, and the precariousness of its physical setting has been reinforced by Katrina’s flood waters.

These issues were reviewed with the neighborhoods and the District-at-large by the planning team in the context of rebuilding strategies and were incorporated into a number of scenarios based on what the UNOP team felt were the likeliest circumstances in the short and long term (5 to 10 year) timeframe.
This was the most popular new program that created benefits for individual home owners, neighborhoods and the City. This “triple win” program will help to redevelop blighted houses, adjudicated properties and vacant lots by moving properties back into the private market. It will also add to and improve the City’s public open space network.

Lastly, the program will produce several neighborhood-scale planning and design benefits, including filling in undeveloped street corners and “missing teeth,” improving property value by forestalling the “jack-o-lantern effect,” creating continuous rows of housing, and providing “eyes on the street” as well as new parkland.
One specific very popular program approved by the citizens of all the neighbors in District 3 & 4 addressed the need for government-sponsored flood protection strategies and funding, particularly in high- and medium-risk areas of the city. The program seeks to establish a simple and equitable grant system free of “red-tape.”

The program uses a graduated funding formula based on three categories of elevation-related risk: low (0 ft. and higher), medium (0 to -3 ft.), and high (-3 ft. and lower).
Four of the major public housing projects in New Orleans were located in Districts 3 & 4. We met with both the residents and with HUD/HANO leadership to develop strategies for this complex and important issue.

Our public housing planning proposal was overwhelmingly supported by the residents. It promoted mixed-income neighborhoods that combined phased renovation of the majority of the existing buildings of value and new buildings. Existing units will be combined to make larger units, while decreasing total unit density. New infill housing will be located in adjacent neighborhoods on adjudicated and vacant properties. The design of new housing will reflect compatible types of the surrounding neighborhoods. The project will use public infrastructure funding to re-establish the street grid, sidewalks, landscaping and utilities.
Redeveloping the Carrollton and Claiborne intersection will bring vitality to adjoining neighborhoods and create a positive image as one enters Orleans Parish. This major node will meet commercial requests from district residents, add amenities for transit riders and provide increased revenue for the city.

Redevelopment of the intersection includes addressing amenities for public transit riders on the neutral ground and on corners. Covered, open-air pavilions would provide seating, shade and city information for tourists and residents. These pavilions would also act as gateways into the city. Light rail running along Claiborne would transform the intersection into a regional hub. This implies an even stronger tie with other modes of transportation meeting at this node.
EQUALIZE LEVEE PROTECTION ON BOTH SIDES OF MONTICELLO CANAL

Equalizing the Monticello Canal walls would provide residents and business owners in adjacent neighborhoods protection from future flooding. Covering the canal and using it as a roadway would alleviate weekday traffic congestion and offer a new link to River Road for an evacuation route.

This project addresses two problems plaguing the district’s communities that involve flooding and traffic congestion. The center of the Monticello Canal is the boundary between Orleans and Jefferson Parishes. The sides of the canal are not equally fortified. The canal walls on the Orleans Parish side average 8 to 12 feet lower than the Jefferson Parish side. This disparity leads to flooding of New Orleans neighborhoods adjacent to the canal, including Hollygrove.
DISTRICT 3 & 4
UNIFIED NEW ORLEANS PLAN

REVITALIZE BROADMOOR

There are four improvement components to this corridor.

The first to encourage and support overall residential investment and repair work to stabilize existing uses.

Second is to treat the 4 blocks bounded by General Pershing, General Taylor, South Miro and Broad streets as a cultural corridor with community houses offering recreation programs, child care, elderly care, arts center, recovery information etc.

The third component is to revitalize the retail intersection at Washington and Broad streets and to expand redevelopment along both corridors.

The final component is to recognize the Broad Pumping Station #1 for the essential role it plays in draining the district of storm and floodwaters.
Construction of the elevated I-10 expressway above Claiborne Avenue in the 1960s inflicted enormous physical destruction and transformed this corridor from a cultural and neighborhood asset into a physical barrier separating communities on either side.

The tremendous loss of cultural heritage in the African-American community and the elimination of the beautiful oak tree canopy along the neutral ground are wounds which have yet to heal.

The removal of the elevated I-10 expressway would have considerable positive impacts by reconnecting neighborhoods and restoring what was once a beautiful tree-lined avenue.

Traffic redistribution would provide economic development benefits to corridors ripe for more volume and commercial redevelopment.
Revitalizing South Claiborne Avenue enables the corridor to become a major citywide commercial retail/service provider. Incorporating development strategies along this main artery will keep tax revenue in the city, increasing funds for capital improvements.

Aside from being part of one of the largest transportation arteries in the city, South Claiborne offers incredible capacity with multiple, wide lanes and a generous neutral ground. Commercial development along this corridor will attract residents from the district as well as commuters traveling to the CBD.

Calhoun, Carrollton, Napoleon and Louisiana are four major nodes of redevelopment recommended along South Claiborne.
Oak Street, from Carrollton to the Parish Line is a collective of neighborhood retail, services, restaurants, and bars. On the Carrollton end, infill is occurring rapidly and needs little redevelopment assistance. Closer to the Parish Line, building conditions and the nature of businesses reflect an unwelcome environment.

Improving overall safety, accessibility, and parking is essential to revitalization. Because Oak Street is too narrow for two-way traffic and parking, parallel parking could be eliminated from the south side of the street.

Perpendicular parking on side streets nearest Oak will supplement any lost parking spaces. Improved lighting on Oak and on surrounding streets is encouraged for nighttime safety and parking.
DISTRICT 3 & 4
UNIFIED NEW ORLEANS PLAN

REVITALIZE FRERET STREET

The 8 blocks of Freret Street from Napoleon to Jefferson Avenues are predominantly commercial, and the corridor is known for its small-scale, neighborhood-oriented services and restaurants.

Many of these businesses have yet to re-open since the storm, however, and revitalization of this corridor is an extremely high priority for the adjoining residential neighborhoods and the district as a whole.

Revitalizing Freret Street affords great potential for local, small businesses to take reach out to the nearby university communities and the redeveloped hospital and will provide much needed improvements for the adjoining residential communities.
Within the Gert Town neighborhood there are three different community facilities that were destroyed as a result of flooding. They include the Gert Town Pool, Bolden Center and Detiege Center. We proposed to replace and refurbish these community facilities creating a new town center around them.

This project also includes additional community facilities that would have a strong relationship with the Terrell Elementary School with an emphasis on education for the residents of Gert Town.

The existing and proposed community facilities would be connected to other significant open spaces within the neighborhood. These facilities would also have a strong relationship to proposed greenways and circulation routes that would help create and frame a new town square.
DISTRICT 3 & 4
UNIFIED NEW ORLEANS PLAN

REDEVELOP BLUE PLATE

Located at intersection of South Jeff Davis Parkway, Washington Ave and Earhart Blvd., the project involves the reuse and redevelopment of major buildings on the three lots surrounding this intersection.

The project proposes that the Blue Plate Building in Gert Town become a multi-use resource for the area and an incubator for participating/tenant businesses.

Other potential uses include a retail center for Eco Park’s sustainable building products and an open market on the Zion City side (southeast corner).

The project also proposes to create a landscaped gateway on the Jeff Davis neutral ground to the Gert Town and Zion City neighborhoods.
DISTRICT 3 & 4
UNIFIED NEW ORLEANS PLAN
IMPROVE ARMSTRONG PARK

Improvements to Armstrong Park and the surrounding areas can be best described in four different areas:

- **Remove perimeter fence barrier to integrate the park with Treme neighborhood.**

- **Rehabilitate Historic Resources** to include but not be limited to Congo Square, the Municipal Auditorium, Performing Arts Center, Park Administration buildings and Pump House #1.

- **Redesign the gardens and the grounds including public art**

- **Reconfigure perimeter streets and parking**: the mid-range plan for Armstrong Park coincides with the removal of the elevated I-10 and ramps and the reconnection of some streets through and around the park, north of Treme Street.