



Date	<u>August 26 2016</u>
Tracking Number	<u>16-1920</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 8/26/16
Amount Received N/A Planning District N/A



City Planning Commission



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) 11 Page No(s) 11.1-11.3 Title(s) Transportation

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

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

Measuring the City's progress toward the adopted goals is critically important to plan implementation. And one of the most common and useful metrics of transportation is mode split, or mode share. Mode share is the percentage of trips made by all modes (driving, biking, transit, carpool, walking). The Master Plan should provide a goal for the mode share. Do we not want to increase the percentage of trips made by transit? How much of an increase is appropriate? Clarity on this and the goals for the other modes is critically important; and a goal related to mode share is a somewhat standard element of plans for great cities.

(See 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 applicaton is needed for each non-contiguous property) _____

City-wide, though the mode-share goals can be different for different areas. Or perhaps the focus could be solely the home-to-work commute into the central business district.

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 _____



City Planning Commission



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) Derek Chisholm

Address 1515 Poydras Street, Suite 2700

City New Orleans State LA Zip 70053

Phone 225 907 1280 Email address derek.chisholm@aecom.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  Date Aug 24 2016

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 _____



MODE SHARE GOAL

Introduction

Measuring the City's progress toward the adopted goals is critically important to plan implementation. And one of the most common and useful metrics of transportation is mode split, or mode share. Mode share is the percentage of trips made by all modes (driving, biking, transit, carpool, walking). The Master Plan should provide a goal for the mode share. Do we not want to increase the percentage of trips made by transit? How much of an increase is appropriate? Clarity on this and the goals for the other modes is critically important.

Existing Commute Behavior

In New Orleans, we have successfully promoted alternative modes. In some measures, New Orleans performs well when compared to National or state averages. For example, in New Orleans, the percentage of people walking to work, and the percentage of people biking to work both are nearly double that of the state. Table 1 below shows the mode shares for home-to-work trips.

Table 1 New Orleans Commuting Characteristics

US Census ACS 50-year Estimates	USA	Louisiana	NO Metro Region	City of New Orleans	Downtown*
Means of Transportation to Work					
Car, truck, or van	86.10%	92.40%	89.30%	80.20%	60.2%
Drove alone	76.30%	82.10%	78.20%	69.80%	53.7%
Carpooled	9.80%	10.20%	11.00%	10.40%	6.4%
Public transportation	5.0%	1.30%	2.70%	7.00%	7.3%
Walked	2.80%	1.90%	2.50%	5.10%	15.4%
Bicycle	0.60%	0.50%	1.00%	2.50%	7.7%
Taxicab, motorcycle, or other means	1.20%	1.60%	1.70%	1.60%	3.6%
Worked at home	4.30%	2.30%	2.80%	3.50%	5.8%
Mean travel time to work (minutes)	25.5	24.9	25.5	23	20.3

Source: 2013 U.S. Census ACS 5-year Estimates – Commuting Characteristics
 *Estimates represent the combined totals of CBD, French Quarter and nearby tracts: CT 26, 27, 34, 38, 39, 77, 78, 134, 138, 139, and 140.

But it is important to ask whether we are satisfied with only 2.5% of work commute trips being by bike. Are we satisfied with only 7.00% of home-work trips being made on transit?

Approach

The City Planning Commission (CPC) can choose from several means of defining mode share. Typically, mode share is expressed as a proportion of total trips to and from a defined geography (e.g., downtown), or for a defined purpose (e.g., work trips). Mode share typically measures the percentage of trips by:

- single-occupancy vehicle (SOV)
- carpool or other vanpool
- transit
- bicycle
- walking.

Often the teleworking (worked from home) commute option is also measured.

The most important decision in setting mode share goals and tracking progress is in the set of trips that are the basis for the mode split measure. To determine which trips and which modes are included in the measure, the CPC should consider:

- All trips or commute to work trips
- Trips selected by location of origin, location of destination, or both
- Trips selected by time of day (e.g., peak hour) vs. by purpose

The City should consider the availability of data, and the resources needed to monitor progress. For example, census and American Community Survey data provide information on work-based commuting. The City would need to gather additional data to assess the mode share of all trips. Data availability is crucial not only for setting the goals, but also for monitoring progress toward them.

Some cities choose to measure proxies, like investment in biking infrastructure. While these data are useful, it is still important to measure the overall share, as it is the outcome more than an output, and is a measure of effectiveness not just effort.

The most important dimension is the share of all trips made by single-occupancy vehicle. At a minimum, the City or regions of the City should set a future desired percentage of SOV vs. non-SOV work trips .

Comparative Analysis

In this section, the approach taken by different cities and regions is provided. In some cases, only the bike mode share, or the SOV mode share were readily available.

Seattle Region:

The Puget Sound Regional Council, which provides transportation planning services to the various large and small cities of the greater Seattle area, has a reputation for innovative, progressive policy. They require cities and counties to set goals related to mode share. They have adopted the following as part of the local planning paradigm:

GUIDING PRINCIPLE: Mode split goals for centers should represent a significant decrease in SOV travel coupled with a significant increase in transit and non-motorized travel over the course of the 20-year planning period.

In the figure below, the Regional Council show model output for the years 2010 and 2040. The mode shares shown here are for home-based commute trips.

Mode	2010			2040		
	Centers	Other	Total	Centers	Other	Total
SOV	60.8%	84.1%	76.9%	42.4%	77.6%	64.2%
HOV	9.9%	8.6%	9.0%	9.0%	9.7%	9.4%
Transit	21.5%	4.5%	9.8%	39.0%	8.9%	20.4%
Bike	3.4%	1.2%	1.9%	4.1%	1.8%	2.7%
Walk	4.5%	1.7%	2.5%	5.5%	2.0%	3.3%

Source: PSRC Travel Model, 2014.

Note: Data based on home-to-work trips only.

San Diego

In San Diego, they have rolled transportation goals, where appropriate, into the area’s Climate Action plan. In the Climate Action Plan, the City has set the following goal for mode share:

San Diego’s Climate Action Plan		
	2020	2035
Transit	12%	25%
Walking	3%	7%
Biking	6%	18%

Boston

In their plan, Go Boston 2030, the City has set an aggressive goals for alternative commuting. They have committed to growing from 14.5% to 20% for the walk share and from 1.9% to 8% for bikes.

Europe (Charter of Brussels)

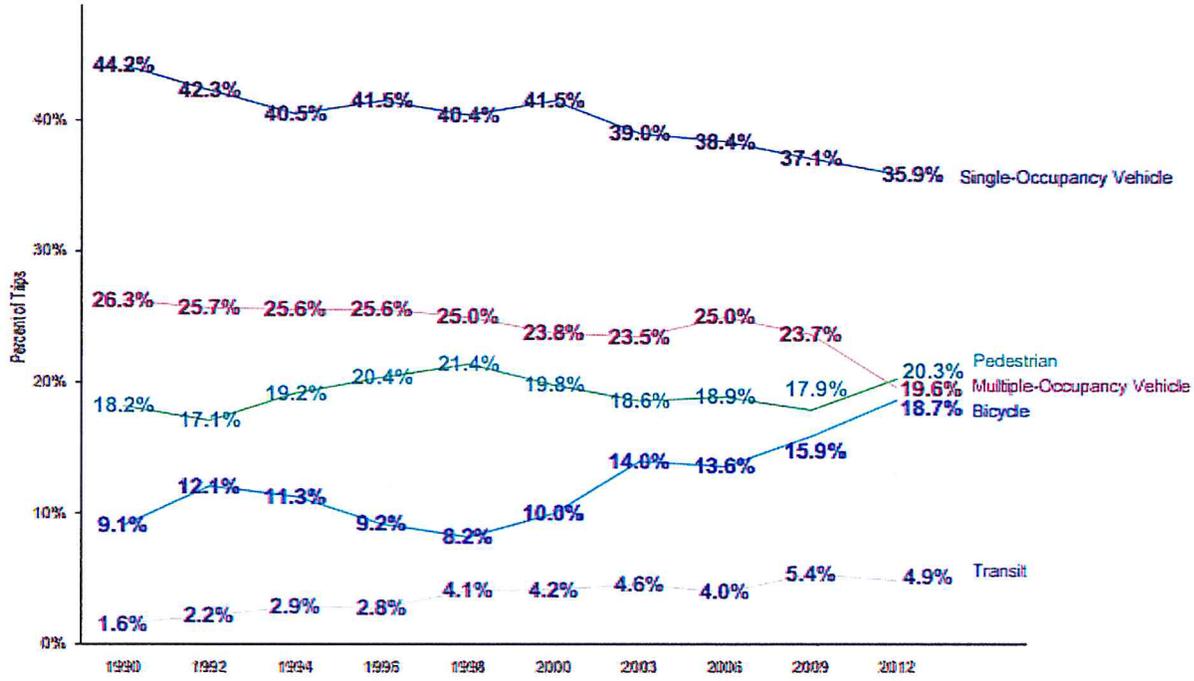
The City of Brussels would like to develop into a world-class center for biking. They have adopted a plan titled VELO-CITY 2009. The Velo-city Conference brought many European nations together to discuss mode share goals. The Charter of Brussels, was developed at the Conference and was signed by 36 cities including Brussels, Milan, Munich, Seville, Edinburgh, Bordeaux, Gdansk, and many others. The Charter commits the signatories to achieve at least 15% of bicycle mode share by 2020.

Portland (OR)

By 2040, the Portland metro area seeks to triple walking, biking and transit mode shares compared to 2010 modeled mode shares. During a recent speech at the Oregon Active Transportation Summit, The Portland Bureau of Transportation Director announced a 10% bike mode share goal.

Boulder Colorado

Boulder Colorado is also known for robust plan monitoring efforts. They track progress for each mode, toward the desired mode share. The city has updated its Transportation master Plan and recently included the objective of reducing the SOV modal share to 25% of all trips by the year 2025.



https://www-static.bouldercolorado.gov/docs/modal-shift_-1990-2012-report-2013-1-201307230828.pdf

Recommendations

To amend the Master Plan, and to include a mode share goal that is feasible and is supported by stakeholders, it is important to conclude a process, as part of the Plan update. The process for developing the goals can be minimal. The data presented herein, with additional data as needed, provide the technical input. The City Planning Commission would need to base the goals on the input of the public and the input of key decisions makers within the City. The following suggested language provides a starting place for the conversation and eventual consensus that should be cultivated as part of the Plan update.

FIRST FIVE YEARS: 2010–2014

MEDIUM TERM: 2015–2019

LONG TERM: 2020–2030

		RECOMMENDED ACTIONS:					
GOAL	RECOMMENDED STRATEGIES	HOW	WHO	WHEN	RESOURCES	FOR MORE INFORMATION, SEE PAGE	
X. A transportation network that serves all users, with increasing numbers of people riding transit, riding bikes, and walking.	3.A. Measure progress toward meeting the mode share goals of: W% Single Occupant Vehicle X% transit Y% bikes Z% walking	<p><i>(I suggest this be done as part of the Master Plan update – but it could be moved to implementation)</i></p> <ol style="list-style-type: none"> 1. Develop summary of mode share in New Orleans from ACS and Census data, 2. Meet with stakeholders like RTA, The Regional Planning Commission, RIDE, BikeEasy, and others, and develop draft mode share language, methods and goal. 3. Involve the public in reaching agreement on a short and long-term mode share goal adopt a Mode Share Goal. 4. Adopt Mode Share Goal as part of Master Plan 	CPC lead, in coordination with DPW,	2016	Minimal staff time; funding from City	NA	
		<ol style="list-style-type: none"> 1. Work with relevant agencies and departments to make continual progress toward goal. 	CPC	Ongoing	Staff time	NA	
		<ol style="list-style-type: none"> 2. Measure and report the results in one or three year increments. Meet with relevant agencies to discuss progress and adopt mitigating measures for any shortfalls. 	CPC	Ongoing	Staff time	NA	

