

Codi E. Davis

From: Robert D. Rivers
Sent: Tuesday, September 05, 2017 12:00 PM
To: Larry W. Massey Jr.
Subject: FW: Master Plan Comments
Attachments: Master Plan Letter 09.01.2017.pdf

From: Leslie T. Alley
Sent: Friday, September 1, 2017 4:06 PM
To: Robert D. Rivers <rdrivers@nola.gov>
Subject: FW: Master Plan Comments

From: Andreanecia Morris [<mailto:amorris@housingnola.org>]
Sent: Friday, September 01, 2017 3:43 PM
To: CPCinfo
Cc: Leslie T. Alley; Paul Cramer; Kelly G. Butler
Subject: Master Plan Comments

Please find attached HousingNOLA and GNOHA's comments on the Master Plan Amendments.

Thank you!

Andreanecia M. Morris
Executive Director, HousingNOLA
4640 S. Carrollton Avenue, Suite 160 (Cleveland Street Entrance)
New Orleans, LA 70119
Direct: [504.224.8301](tel:504.224.8301)
Mobile: [504.915.4905](tel:504.915.4905)
Toll Free/Fax: [855.228.9328](tel:855.228.9328)



September 1, 2017

Mr. Robert Rivers
Executive Director
City Planning Commission
VIA EMAIL

Dear Bob,

Councilmember Williams' proposed change to the Master Plan moves certain areas that are located near high-frequency transit corridors, and/or areas that have 30-minute transit access to major job centers, from the "Mixed-Use Low Density" (MUL) Master Plan Category to the "Mixed-Use Medium Density" (MUM) Master Plan Category. HousingNOLA has heard from many supporters of this amendment as well as some concerned residents. We believe that many of the concerns expressed by neighbors are genuine but potentially informed by a misunderstanding of the technical process that would have to be undergone in order to facilitate an actual zoning and physical change within these neighborhoods, or by rationales that do not override the intense need to provide housing in high-opportunity areas for service, hospitality, and restaurant workers; first responders; community and cultural leaders; and others who are critical to the future of our city.

The City's Assessment of Fair Housing, the Housing for a Resilient New Orleans plan, and the HousingNOLA plan all call for improvements to the segregated character of New Orleans neighborhoods that tends to site our lower-income and minority residents toward the fringes of the city, away from jobs and opportunity. While changing the Master Plan to allow MUM development along transit corridors will not by itself solve this issue, it is a critical tool in the City's overall toolkit: it opens up the potential for affordable and mixed-income development in areas that provide access to our job centers in an efficient manner that does not require families to have cars.

The Master Plan changes that have been proposed will not change the legal regulations that govern the height, look, or character of the areas under consideration. Those regulations are contained in the Comprehensive Zoning Ordinance, or CZO – which will not change as a result of this Master Plan alteration. The CZO is amended via a separate process, and any proposed project under the new MUM development would have to request approval either through that process or through a conditional zoning request. All that our affordable housing development community is asking for is a chance for development options to be presented to the public in a manner that is consistent with the Master Plan and the CZO or zoning adjustments process - rather than being dismissed out of hand as inconsistent with the Master Plan.

The areas that have been selected for transition from MUL to MUM are along major commercial corridors or represent underdeveloped areas that are not located in the core of historic neighborhoods. All of the areas selected for this change already allowed mixed-use development according to the Master Plan, so this change does not encroach on areas that

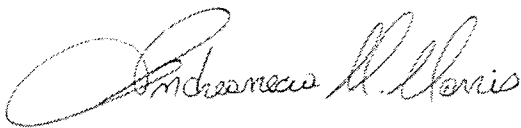
were designated solely for residential development. Some neighbors have expressed concerns about design and "transitional" zones between neighborhoods and larger-scale buildings on commercial corridors; we believe that these issues can be addressed through design guidelines that can be part of the CZO amendment process, but are too detailed a consideration for the Master Plan process. GNOHA will happily participate in a process to establish design guidelines at the appropriate time.

In the current situation, the Master Plan is often inconsistent with the existing building stock - it calls for smaller buildings, and permits fewer housing units, than the buildings we have in our neighborhoods already. Because the Master Plan has the force of law, this can force the City Council to reject even sensible developments that are supported by neighbors. This change simply creates more discretion for neighbors and the Council to work together on individual cases. The change is not designed or intended to allow the highest possible density in all of the affected areas. Also, as mentioned above, the zoning of all the areas affected is not changing as a result of this Master Plan amendment, meaning that all of the existing zoning that limits the density of development will still apply.

The Greater New Orleans Housing Alliance (GNOHA) and HousingNOLA believe strongly that the proposed Master Plan changes from MUL to MUM are still warranted by our desperate need as a city to create opportunity for all of our residents. We encourage the CPC to pay close attention to coded language in certain recommendations that suggests that improving transit to outlying neighborhoods should be the primary solution to the City's housing crisis -- as this is not an issue that can be directly addressed by the Master Plan, (and is more appropriate to the New Orleans Regional Transit Authority's ongoing planning process) and fair housing concerns dictate that we must make an effort as a city to balance affordability in high-opportunity areas with increased access to all neighborhoods.

We hope to schedule a follow-up meeting with you on this topic as the Master Plan Amendment process moves toward completion. I will be reaching out to your office to schedule this meeting; please also feel free to contact me at (504) 915-4905 or amorris@housingnola.org with any questions or comments.

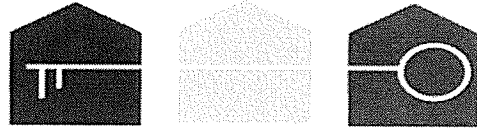
Sincerely yours,



Andreanecia M. Morris
Executive Director, HousingNOLA &
President/Chair, Greater New Orleans Housing Alliance (GNOHA)

cc: Leslie Alley, City Planning Commission
Kelly Butler, City Planning Commission
Paul Cramer, City Planning Commission

COALITION for



SOUND HOUSING SOLUTIONS

2424 North Arnoult Road, Metairie, LA 70001
Phone: (504) 837-2700 Fax: (504) 837-4663
www.home-builders.org

July 25, 2017

City of New Orleans
City Planning Commission
1300 Perdido Street, 7th Floor
New Orleans, LA 70112

Re: Master Plan Amendments

Dear & CPC Director Rivers & Members of the City Council,

On behalf of the Coalition for Sound Housing Solutions,¹ please accept these comments on the proposed master plan amendments, which will be considered by the City Council Thursday, July 27, 2017.

As a former participant and member of the City's Zoning Technical Advisory Committee (ZTAC) and an early supporter of the 2008 City Charter amendment (which contemplated a comprehensive master plan and zoning revision), I firmly believe that a proper foundation was set for the City's Land Use Element and Future Land Use Map; therefore, any proposed land use actions in the form of master plan amendments should always reflect and be consistent with the purposes and intent of the 2008 City Charter amendment. Comprehensive master planning, even that which possesses the "force of law," is nevertheless a land use and development exercise intended to guide a community's growth patterns multiple years into the future. Its focus should be solely on prudent land use. A properly

¹ The Coalition for Sound Housing Solutions was established in 2016 to educate and inform local residents, business owners, policy makers, and others regarding common sense solutions to important housing issues. Comprised of industry trade and professional organizations representing land development, home construction/renovation, multifamily ownership and rental, housing sales and finance, and property/home insurance, the Coalition's members possess vast knowledge and resources related to land development, home construction, and rental.

confected master plan's effectiveness will be greatly diffused if it is amended with the intention of resolving broad societal ills, particularly those that are unrelated to land use and development, which are better left to the community at-large to contemplate. Moreover, the master plan document should not be used, or amended in a fashion that it becomes a "backdoor" mechanism to impose a conglomeration of ordinances and enactments that otherwise would have great difficulty gaining legislative (in this instance, City Council) approval. **The Coalition is very concerned that many of the amendments proposed in Chapter 5 (please see below) are outside the scope of the master planning process and tend to circumvent the requirement of legislative approval.**

The fundamental strength of the City of New Orleans' master planning process (post-2008 City Charter amendment) derived from the City's conscious commitment to extensive public outreach, engagement, and collaboration. A Community Advisory Group (CAG) was formed, which met beginning in 2008, in addition to the creation of a Planning Technical Advisory Committee (PTAC), a Zoning Technical Advisory Committee (ZTAC), and multiple, diverse Working Groups. All of these groups met, consistently, for several months thereafter. **As the City Planning Commission (CPC) and City Council contemplate proposed amendments related to the 2016-2017 Master Plan Amendment process, it is imperative that *all* relevant stakeholders be allowed a voice and offered a seat at the proverbial table.** In light of that, our experienced members of the Coalition for Sound Housing Solutions offer the following specific comments regarding the proposed master plan amendments presently before the City Council for consideration.

PROPOSED TEXT AMENDMENTS – CHAPTER 5

CHAPTER 5 - ATTACHMENT "A" SUMMARY CHART

GOAL: Neighborhoods (pp. 1-2)

The Coalition is supportive of recommendations that enhance code enforcement activities, while at the same time providing low-to-moderate income and elderly residents with resources to assist with code compliance. Various nonprofit organizations, including those affiliated with Coalition members, currently offer and manage effective programs designed to assist low-income and elderly home owners make necessary repairs to achieve code compliance.

The Coalition encourages such policies and would be available to assist in their future execution and enforcement. **However, the Coalition strongly opposes the imposition of a mandatory rental registry and inspection program as a means to achieve code compliance.** For reasons described later in these comments, the Coalition is of the opinion that a rental registry and inspection program is not only unnecessarily invasive in nature, but is ill-suited to police the *actual* code-violators that own and manage rental properties in the City.

Moreover, the Coalition supports investment strategies to meet neighborhood needs (in those neighborhoods with limited *or* increasing market activity), thereby promoting equity and access to opportunities, while also preventing the displacement of existing residents. Catalytic investment and the creation of new home ownership and rental opportunities are encouraged and should take advantage of various creative tools, resources, and the expertise of stakeholders in the public and private sector, including developers and builders of market rate and affordable housing.

The Coalition encourages an emphasis on the maximum use of all available Federal/state dollars, as well as the sufficient introduction and leveraging of private capital and resources. Rote reliance on regressive planning and zoning measures, such as mandatory inclusionary zoning, has proven historically to be a grossly under-performing tool for achieving housing affordability. The Coalition cannot support mandatory inclusionary zoning, but would be available to assist in developing far more dynamic tools to achieve housing affordability.

GOAL: **Housing** (pp. 3-4)

The Coalition strongly supports the creation of a New Orleans Development & Housing Work Group, which would convene as soon as is practicable to study, evaluate, and make housing policy recommendations to the CPC, City Council, and Mayor. The Development & Housing Work Group would aggressively work to recommend housing policies that support a range of homeownership and rental options for residents of all income levels, while also seeking to prevent future displacement of existing residents. **The Development & Housing Work Group should be comprised of all relevant housing and development agencies of the City, as well as *all* stakeholders that are involved in the City's land use development and housing construction processes.**

The Coalition strongly discourages the formation of any such Development & Housing Work Group that does not embrace and include representatives of developers, builders, and owners of market rate for-sale and rental properties.

GOAL: Enhanced character and livability of neighborhoods, with investments to improve quality of live (pp. 10-14)

The Coalition strongly supports housing policies and strategies that will accommodate a wide array of single-family and multifamily options, meeting the need for more housing units, and/or the prudent adaptive re-use of existing units. As such, proposed master plan amendments and zoning revisions that offer creative recommendations and market incentives are favored over draconian measures such as mandatory inclusionary zoning, which yields relatively few necessary affordable housing units on scale, considering the outsized investment and heavy administrative requirements necessary to administer such programs. Again, a viable Development & Housing Work Group, populated by government and private housing development and construction practitioners/experts, should be formed to evaluate viable solutions to the City's housing affordability challenges.

Moreover, in the interest of improving the City's housing stock (including rentals) and at the same time making it more affordable to low-to-moderate income and elderly citizens, the Coalition supports enhanced code enforcement measures, including an improved property tracking mechanism to root out non-compliant properties. A commensurate budget and code enforcement staff must established, and a prioritized home loan and repair program for low-to-moderate income and elderly citizens is needed to assist with code compliance. The Coalition strongly opposes a mandated rental registry and inspection program, as such programs are unnecessarily invasive, costly to administer, and tend to be punitive to owners who are already "on-record with the City."

GOAL: Focus investment strategies to meet neighborhood needs and promote equity and access to opportunity (pp. 15-21)

The Coalition supports all efforts to expand home repair programs for low-to-moderate and senior homeowners and renters, as well as and measures to explore further investment in energy efficiency and

weatherization programs offered by the City, non-profit, and for-profit housing organizations. Furthermore, the Coalition is supportive of enhanced investment in transit, recreation, and economic development (jobs) so that citizens' access to opportunities are greatly improved. The exploration of options under state law to identify and designate areas as tax increment finance districts for the purposes of directing long-term locally derived funding to support affordable housing, infrastructure, and blight reduction is greatly encouraged. Market rate developers and builders, along with the nonprofit development community should be encouraged to participate with the City (via a Development & Housing Work Group) in extensive planning and evaluation of opportunities to create, improve, rehabilitate, finance, and maintain a viable affordable housing stock for all of its citizens, particularly those on with low and modest incomes. **Removal of unnecessary and costly regulatory barriers to affordable construction and renovation must also be considered.**

GOAL: Access to retail and services from all neighborhoods (pp. 23-24)

The Coalition supports the exploration of options to create walkable, mixed-use communities with appropriately-scaled multifamily housing options in high-frequency transit areas. Options for increased density and intensity of residential mixed uses is greatly encouraged. Private capital must be introduced and leveraged to achieve scales of efficiency in this regard. Incentivized, *not mandatory* inclusionary zoning, is strongly supported to promote housing affordability in transit-accessible areas.

GOAL: Reinvent housing policies to support quality neighborhoods and meet the diverse housing needs of all households (pp. 24-33)

The Coalition, again, strongly supports the formation of a New Orleans Development & Housing Work Group to inform the discussion and policies going forward on affordable housing. The group should include all relevant City housing agencies, representatives of the private sector development and housing construction industries, non-profit development and community organizations, and other stakeholders involved in the areas of development and construction. Topics for discussion should include: preservation of existing housing stock (including historical properties) for rehabilitation and adaptive re-use; development of a diverse array of homeownership and rental housing opportunities for residents of all income levels, with an annual housing market analysis to assist in setting priorities; exploration of viable options to direct City-owned (including adjudicated)

properties towards use for affordable housing opportunities; encouragement of in-fill development to achieve affordable housing opportunities in all areas of the City; enablement of large, new multifamily developments of 75 or more units to be built near transit and job sectors; study of existing regulatory barriers to creation and rehabilitation of affordable housing; full exploration of housing finance, incentive, revenue, trust fund, and tax relief programs to underwrite and support the creation of more affordable housing; promotion of home ownership access and information to all City residents; prioritize and target programs and funding for special needs citizens, as well as deep low-income earners for possible direct subsidies.

GOAL: Work with all relevant housing development and construction stakeholders, including private, market rate professionals, to provide housing that is responsive to the needs to the entire New Orleans community.

The Coalition strongly supports the inclusion of its members in this endeavor.

The Coalition for Sound Housing Solutions greatly appreciates your consideration of these comments and is available to provide additional information where requested.

Sincerely,

Coalition for Sound Housing Solutions

Jon Luther, CEO
Home Builders Association of Greater New Orleans

Codi E. Davis

From: Dia Napolitano <dianapolitano@yahoo.com>
Sent: Tuesday, July 11, 2017 8:41 AM
To: Stacy S. Head; Jason R. Williams; Susan G. Guidry; LaToya Cantrell; DistrictC; CouncilDistrictD; James A. Gray; Robert D. Rivers; Paul Cramer; info@nfbywater.org.
Subject: Master Plan - Riverfront Overlay
Attachments: River Front Overlay Bywater 7.11.17.docx

7.11.2017

Dear Council Member, my husband & I are both from New Orleans and currently reside in the Bywater. The Bywater is a small neighborhood only 5 blocks between Chartres & St Claude and less than 20 blocks from Press St to the Industrial Canal. Can you imagine the picture below with 7 story tall buildings along the riverfront?



Figure 14. Bywater riverfront circa 1950, source: Richard Campanella

Post WWII Riverfront

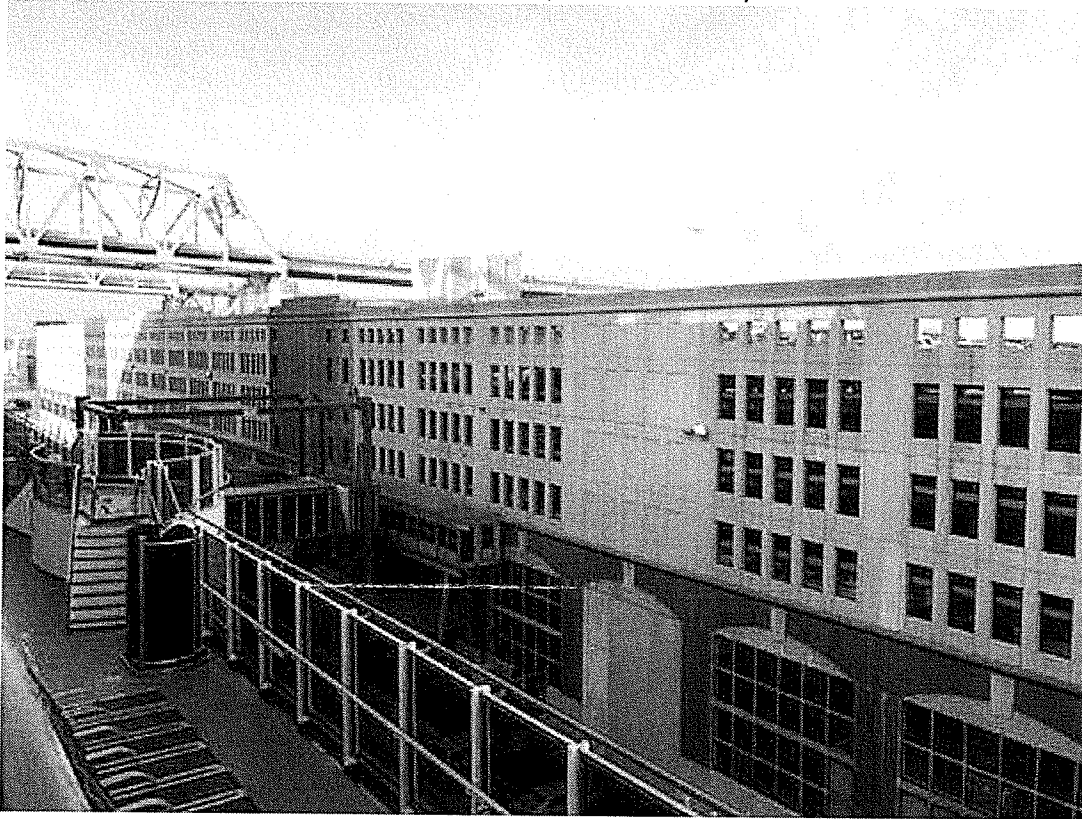
Dear Council member, I am writing to submit my comments on the proposed Master Plan Amendments and respectfully request your help with the following items:

- Please insert the words “tout ensemble” in the text regarding Mixed Use-Historic Core. The term “tout ensemble” is central to protecting the Vieux Carré’s architectural integrity.
- Provide a clear definition for the term “culture-serving businesses and facilities” for the proposed amendment to Chapter 14’s Residential Historic Core category. The language is too vague and the potential impact too difficult to determine.
- Do not remove time limits for legal non-conforming uses in Chapter 6 as this has the potential to bring commercial uses to unintended areas.
- Keep the mandatory review process and schedule for CPC map amendments and Future Land Use Map changes. Removing this process would violate the city charter (section 5-404.4).
- Keep the Mixed Use Low density designation for the Future Land Use Map as changing it would encourage demolition of historic housing, possibly of entire blocks to make land available for new developments.
- Keep “Force of Law” in place for the entire Master Plan document, not just for Chapter 14. All areas of the Master Plan need the protections and certainty provided by having the Force of Law[SS1] .

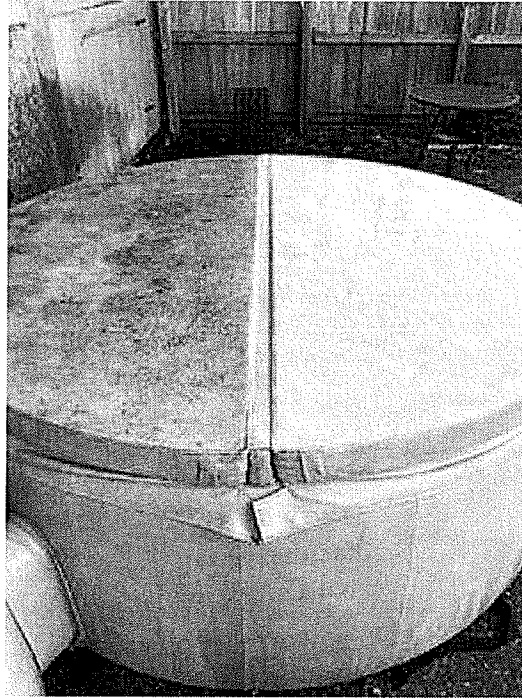
- Keep density limitations in place – remove Text Amendments 05-04 and 05-05, protect our historic neighborhoods from overdevelopment, and provide transportation, infrastructure, tax and development incentives for under-utilized areas.
- Chapter 6: Keep the Historic Preservation chapter focused on Historic Preservation. Develop a Historic Preservation Plan to protect the historic architecture, historic districts, and the scale and character of historic neighborhoods for the City of New Orleans. Thank you,
Dia & Tony Napolitano
3810 Royal St, NOLA 70117

Food for thought.....

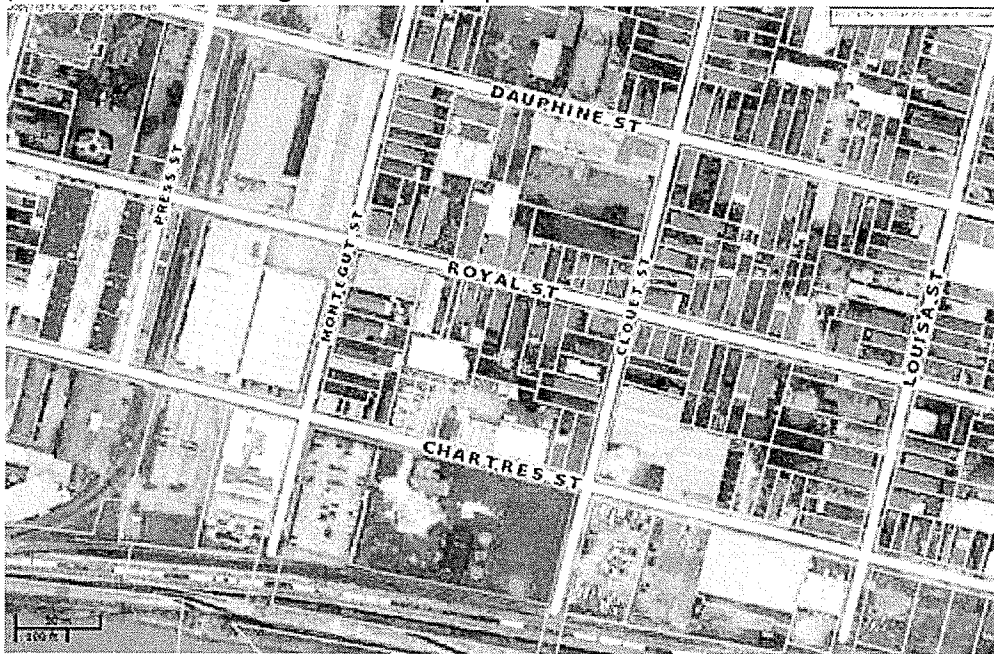
I know this is a difficult struggle for the residents in this neighborhood against big business and the developers. A new cruise terminal – how does anyone think a terminal like Carnival’s at Erato (picture below) will fit along the river in the Bywater? Where would the traffic flow, where would passengers park? There is no way to put a cruise ship terminal in without damaging a historic neighborhood. The current cruise terminal at Erato & Julia all run behind the Convention Center in the Warehouse District (the Convention Center is not 5 stories and the cruise terminal may just be a 5-story building). Will the change in the Riverfront overlay allow the cruise terminal to build up to 7 stories high to provide parking, since there is nowhere to expand horizontally?



What about pollution/air quality? What impact does it have for the people living in the neighborhood to have diesel blowing into the air from the cruise ship as it makes ready to depart. We already have a serious problem with airborne pollution. If you will notice the top of my hot tub is covered in airborne soot, the half I have yet to clean. The sides are not dirty, just the top. This is from the trains that idle along Chartres and river traffic. Putting a cruise ship terminal by us will be causing an environmental catastrophe. See pictures below.



The developers/land owners for the warehouses on Press between Chartres & Dauphine across from NOCCA and the proposed Hostel bounded by Chartres, Mazant & Royal have all applied for a height variance & have met with opposition from the neighborhood. I had heard that the developers for the Hostel told the residents at a meeting that they could do whatever they wanted, they didn't need the neighborhoods approval. They are all sitting back and lobbying to get the height restriction & need for neighborhood approval overturned so they can do as they please for the sake of their pocketbook with no regards for the people that live there.



Reports

Parcel

View as: Information | Address | Parcel | Bird's Eye | Aerial | Map | 5/23/2012 10:00

Parcel Information

Selected Parcel:	NO-0000000000
	Click for Complete Card
Property Class:	Commercial
Assessment District:	17W
Land Area (Acres):	1.00569

Ownership Information

Name:	CLAMMINGS SEAN B
Mailing Address:	1046 J CUMMINGS DR NEW ORLEANS LA 70112
Location Address:	1036 CHARTRES ST

2012 Certified Values

Land Value:	\$1,828,000
Building Value:	\$0
Total Value:	\$1,828,000

Last 2 Sales/Transfers

Sale/Transfer Date	Price	Grantor	Grantee
05-17-11	\$0	CUMMINGS SEAN B	CUMMINGS SEAN B
07-19-04	\$421,000		

Legend

Measure

There is another plan for condominiums between Alvar & Bartholomew on Burgundy that has approval to move forward because they adhered to the conditions for building in the Historic Bywater.

Please, please, please do not let these developes or the Port of New Orleans to destroy our neighborhood.

Thank you,

Dia and Tony Napolitano, 3810 Royal St, NOLA 70117

Dia Napolitano

504 833 4738 Home
504 458 8011 Cell
dianapolitano@yahoo.com

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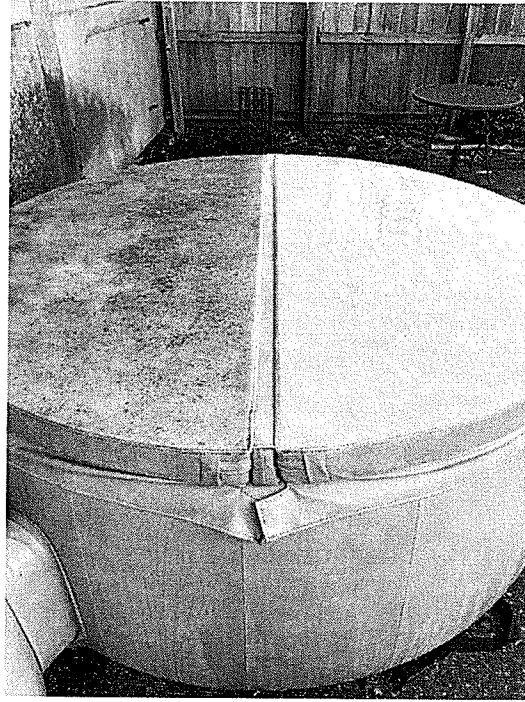
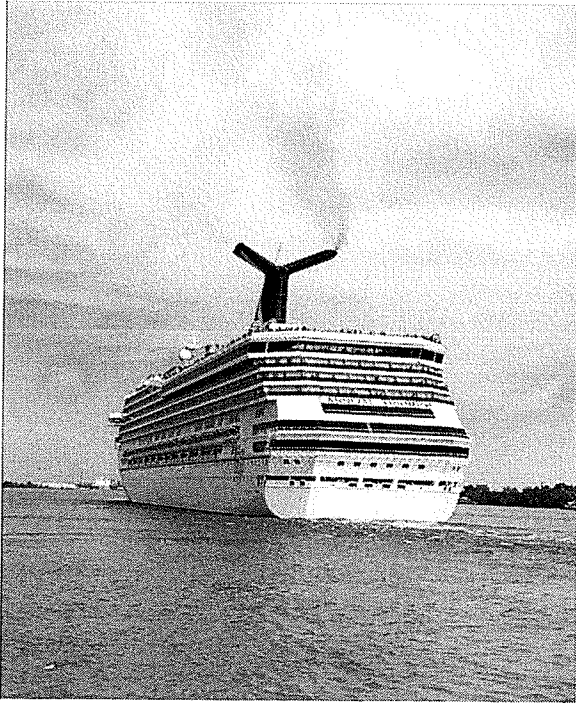
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Parcel

View as: [Pictometry](#) | [Google Earth](#) | [Bird's Eye](#) | [Google Maps](#) & [Street View](#)

Parcel Information	
Selected Parcel	3036-CHARTRESST
	(Click for Complete Card)
Property Class	Commercial
Assessment District	9V
Land Area (sq ft)	130569

Ownership Information	
Name	CUMMINGS SEAN B
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Dia and Tony Napolitano, 3810 Royal St, NOLA 70117

Codi E. Davis

From: Nancy Thacker <thackerlcswwmsed@gmail.com>
Sent: Monday, July 10, 2017 11:03 AM
To: Stacy S. Head; Jason R. Williams; Susan G. Guidry; LaToya Cantrell; DistrictC; CouncilDistrictD; James A. Gray; Robert D. Rivers; Paul Cramer
Cc: info@nfbywater.org
Subject: master plan

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--
N. Thacker, LCSW, MSW
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70117