

CITY PLANNING COMMISSION  
CITY OF NEW ORLEANS

LATOYA CANTRELL  
MAYOR

ROBERT D. RIVERS  
EXECUTIVE DIRECTOR

LESLIE T. ALLEY  
DEPUTY DIRECTOR

**City Planning Commission Staff Report  
Executive Summary**

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**Applicant:** New Orleans Downtown Development District

**Consideration:** 2019 Downtown Development District Budget and Work Plan

**Summary of Proposal:**

The DDD Budget and Work Plan for 2019 proposes expenditures of \$10,191,981, which constitutes a decrease of \$312,867, or 3%, from its adopted budget of \$10,504,848 for 2018. The plan proposes maintaining the property tax millage of 14.76 mills from 2018, which is projected to provide a net revenue of \$7,788,432.<sup>1</sup> The additional revenues are expected to come from a mixture of event proceeds, interest, and banner deposits earned.

Expenses for the district would be divided among the same eight categories that have been used in previous years, which cover the agency's operational divisions, capital purchases and improvements, and debt service for previously issued bonds. Five of eight of the budget categories would increase from the amounts approved for 2018. The changes to the amounts for each expenditure category result from minor adjustments to particular budget line items, the shifting of priorities within certain divisions of the agency, and the completion of and starting on new projects.

The 2019 Downtown Development District Budget and Work Plan includes a number of elements that generally addresses the goals and strategies of the Master Plan. In addition, the Work Plan proposes projects that implement specific actions called for by the Master Plan. The City Planning Commission staff is confident that the Downtown Development District will continue to serve as an effective convener of downtown stakeholders and City Planning Commission staff looks forward to working with the Downtown Development District and other City departments on planning projects that impact the Central Business District.

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<sup>1</sup> Including \$15,000 in interest on investments and less than \$323,893 in collection and assessor's fees.

**Recommendation:**

The staff recommends **APPROVAL** of the 2019 Downtown Development District Budget and Work Plan as it is consistent with the *Plan for the 21<sup>st</sup> Century: New Orleans 2030*.

**STAFF REPORT**

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**To:** City Planning Commission  
**Date:** October 24, 2018

**Prepared by:** Rachael Berg

**Consideration: 2019 Downtown Development District Budget and Work Plan**

**I. GENERAL INFORMATION**

In accordance with Section 33:2740.3E(4) of the Louisiana Revised Statutes, the Downtown Development District (DDD) is required to submit a plan to the New Orleans' City Planning Commission specifying the public improvements, facilities and services proposed to be furnished, constructed or acquired for the district. The City Planning Commission is required by law to review and consider the plan in order to determine whether or not it is consistent with the *Plan for the 21<sup>st</sup> Century: New Orleans 2030*, commonly known as the Master Plan. Within thirty days, the City Planning Commission must submit to the City Council its written opinion as to whether or not the plan or any portion or detail thereof is inconsistent with the comprehensive plan for the city, together with any written comments and recommendations.

**II. SUMMARY**

The DDD Budget and Work Plan for 2019 proposes expenditures of \$10,191,981, which constitutes a decrease of \$312,867, or 3%, from its adopted budget of \$10,504,848 for 2018. The plan proposes maintaining the property tax millage of 14.76 mills from 2018, which is projected to provide a net revenue of \$7,788,432.<sup>2</sup> The additional revenues are expected to come from a mixture of event proceeds, interest, and banner deposits earned.

Expenses for the district would be divided among the same eight categories that have been used in previous years, which cover the agency's operational divisions, capital purchases and improvements, and debt service for previously issued bonds. Five of the eight budget categories would increase from the amounts approved for 2018. The increasing budget categories include Public Space Operations, Public Safety, Communications, and Administration. Capital Uses and Capital Improvements budgets are significantly reduced compared to 2018, and the Economic Development & Planning budget is slightly reduced. The changes to the amounts for each expenditure category result from minor adjustments to particular budget line items, the shifting of priorities within certain divisions of the agency, and the completion and starting of new projects. The changes are considered in greater detail below. The following table summarizes the approved budget amount for each category in 2018, the proposed amount for 2019, and the percent change.

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<sup>2</sup> Including \$15,000 in interest on investments and less \$323,893 in collection and assessor's fees.

<b>REVENUES</b>	<b>Adopted 2018</b>	<b>Proposed 2019</b>	<b>Pct. Change</b>
City Sources (Net Tax Revenue & Interest)	\$ 7,571,824	\$ 7,788,432	
DDD Events	135,000	150,000	
Sponsorships/Donations/Grants	10,000	20,000	
Interest	8,880	9,000	
Banner Deposits/Miscellaneous	78,400	78,500	
<b>TOTAL REVENUE</b>	<b>\$ 7,804,104</b>	<b>\$ 8,045,932</b>	<b>+ 3.1%</b>

<b>OPERATING EXPENSES</b>	<b>Adopted 2018</b>	<b>Proposed 2019</b>	<b>Pct. Change</b>
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**1. Public Space Operations**

Personnel Costs	\$ 244,391	\$ 324,205	
Landscape Maintenance	501,432	511,432	
Enhanced City Services	48,000	12,000	
Street Furnishings and Beautification	163,230	158,230	
Infrastructure	100,000	100,000	
Cleaning and Maintenance	1,648,660	1,726,923	
Miscellaneous (Truck, Storage, Other)	32,624	32,672	
<b>Total Public Space Operations</b>	<b>\$ 2,738,337</b>	<b>\$ 2,865,462</b>	<b>+ 4.6%</b>

**2. Public Safety**

Personnel Costs	799,138	899,349	
Public Safety Rangers	26,900	29,800	
Enhanced Police Services	984,000	1,086,000	
Other Public Safety	10,850	12,050	
Homelessness Outreach	555,992	555,992	
<b>Total Public Safety</b>	<b>\$ 2,376,880</b>	<b>\$ 2,583,191</b>	<b>+ 8.7%</b>

**3. Economic Development & Planning**

Personnel Costs	315,324	319,805	
Canal Street Development	16,800	16,800	
District Wide Development	36,240	36,240	
Job Recruitment & Development	61,740	25,200	
Research & Database Management	21,600	20,200	
Housing	28,800	28,800	
Administration/Meetings	18,060	15,240	
Presentations & Marketing	-	-	
Planning Initiatives	25,800	25,800	
Business Retention and Recruitment	105,500	105,700	
Façade Incentive	180,000	180,000	
<b>Total Economic Development</b>	<b>\$ 809,864</b>	<b>\$ 773,785</b>	<b>- 4.5%</b>

**4. Communications**

Personnel Costs	316,298	322,442	
Events	214,003	258,900	
Donor Relations and Digital Media	26,400	31,500	
Communications	25,800	26,000	
Miscellaneous	5,768	8,530	
Research	50,000	-	
Public Affairs	24,180	31,330	
<b>Total Communications</b>	<b>\$ 662,449</b>	<b>\$ 678,702</b>	<b>+ 2.5%</b>

<b><u>5. Administration</u></b>			
Personnel Costs	591,372	621,724	
Supplies & Materials	16,800	13,200	
Equipment, Property & Maintenance	5,772	4,260	
Office Space	157,030	163,805	
Operations (Insurance, Prof. Services, etc.)	289,632	331,020	
<b>Total Administration</b>	<b>\$ 1,060,606</b>	<b>\$ 1,134,009</b>	<b>+ 6.9%</b>
<b><u>6. Debt Service</u></b>			
Debt Service – Interest	96,212	86,832	
Debt Service – Principal	350,000	365,000	
<b>Total Debt Service</b>	<b>\$ 446,212</b>	<b>\$ 451,832</b>	<b>+1.3%</b>
<b><u>7. Capital Uses</u></b>			
Capital Purchases (Computers, etc.)	10,500	-	
General Fund Cash Reserves	-	-	
<b>Total Capital Uses</b>	<b>\$ 10,500</b>	<b>-</b>	<b>- 100.0%</b>
<b><u>8. Capital Improvements</u></b>			
District Wide Capital Improvements	2,400,000	1,705,000	
<b>Total Capital Improvements</b>	<b>\$ 2,400,000</b>	<b>\$ 1,705,000</b>	<b>- 29.0%</b>
<b>TOTAL EXPENSES</b>	<b>\$10,504,848</b>	<b>\$10,191,981</b>	<b>- 3%</b>

### III. EVALUATION

The DDD’s mission remains the same, to focus on cleanliness, public safety, and economic development within the Central Business District. The 2019 DDD Budget and Work Plan maintains the focus on these areas while also increasing portions of the budget significantly to address public safety, cleanliness, events, homelessness, quality of life issues, and improving pedestrian, bicycle, and vehicular mobility. Most of the division budgets for 2019 are similar to those adopted for 2018, with several minor changes due to changing needs and programming objectives. Most significant decreases are to Capital Improvements and Capital Uses. Nearly all other division budgets are proposed to increase, including significant increases to Public Safety, Public Space Operations, and Communications. Below are summaries of the 2018 accomplishments and lists of the 2019 goals for each of the District’s divisions from the 2019 DDD Budget and Work Plan:

#### 1. Public Space Operations (\$2,865,462)

The Public Space Operations division assists with the maintenance and replacement of sidewalks, trash receptacles, street landscaping, and removes litter and graffiti. In 2018, the Public Space Operations division worked with DPW to expedite repairs to public infrastructure including light pole bases, sidewalk utility boxes, broken sidewalks, and others. This division also provided temporary dog parks, tables & chairs, lighting, and other physical amenities to increase day-to-day usage of Duncan Plaza, executed a CEA between the DDD, OPSB, IHSNO, and TPL to allow for the

development of Legacy Park on the site of current International High School of New Orleans (IHSNO) parking lot, started the design phase for the Downtown Wayfinding Project to replace old signage with new, updated wayfinding system and information, and planted over 20 replacement trees on sidewalks throughout Downtown.

In 2019, the Public Space Operations division's goals include (see Budget and Work Plan pgs. 49-50 for full list):

- Integrate mobile workforce management system (SMART) into Downtown clean program to improve data collection, accountability, and field supervision.
- Continue programming and community engagement activities in Duncan Plaza in order to garner support for the Duncan Park Redevelopment Plan.
- Complete evaluation of alternative options for Downtown trash receptacles. Replace 50 trash receptacles.
- Begin implementation of the Downtown Wayfinding program in partnership with the New Orleans Morial Convention Center (NOMCC), the Port of New Orleans and the City.
- Complete the development of Legacy Park in partnership with Trust for Public Land, IHSNO & Orleans Parish School Board (OPSB).

The proposed funding for Public Space Operations represents a 4.6% increase from that adopted for 2018. The increased funds are proposed to be allocated to Landscape Maintenance, Cleaning and Maintenance, and Personnel Costs line items within the proposed Public Space Operations budget.

## **2. Public Safety (\$2,583,191)**

This division manages the public safety rangers, police details, and code enforcement activities of the District. In 2018, DDD expanded their Public Safety Ranger Hours in support of DDD's homeless outreach efforts, increased the private security control from 16 to 24 hours a day, adding additional foot patrols along Canal Street. This division also developed an operating plan and budget for the low barrier shelter, housed 36 homeless individuals and served over 400 clients. Lastly, DDD partnered with New Orleans Police & Justice Foundation (NOPJF) to install additional crime cameras throughout the DDD in high profile locations.

In 2019, the Public Safety division's goals include (see Budget and Work Plan pg. 53-54 for full list):

- Work with low barrier shelter operator Start Corp and other outreach providers to address Downtown homeless hotspots.
- Make 1,800 homeless contacts with 48 housings in 2019.

- Integrate new Downtown SafeCams installations into the Real Time Crime Center.
- Initiate quarterly CBD Security meeting to improve communication and coordination among the various public safety partners.
- Expand training for Public Safety Rangers by participating in live active shooter training and disaster response. Put one or more Rangers through Crisis Intervention Training.
- Create a business liaison to strengthen relationships between business owners/merchants and the DDD public safety team.

The proposed funding for this division represents an 8.7% increase from the budget adopted for 2018. The DDD proposes to increase funding in Personnel Costs, Public Safety Rangers, and Enhanced & Other Public Safety measures, within the Public Safety budget category. The Homelessness Services proposed budget is the same as the adopted budget for this category in 2018.

### **3. Economic Development & Planning (\$773,785)**

The Economic Development division promotes economic development within the district by supporting planning, legislative advocacy, real estate development, and business attraction and retention activities. In 2018, the Economic Development division attracted four major retailers to Canal Street, and completed the Duncan Plaza Conceptual Plan and Feasibility Analysis. In addition to those efforts, the Economic Development division completed three façade improvement projects, with an additional five projects still active. As in past years, this division also sponsored the Collision Conference, Entrepreneur Week, and others.

In 2019, the Economic Development and Planning division's goals include (see Budget and Work Plan pgs. 58-59 for full list):

- Complete the design, financing, and organizational development to implement the Duncan Plaza redevelopment and management project and commence construction.
- Support the redevelopment of Old Charity Hospital into an attractive, adaptive-reuse facility, preserving the architectural and cultural importance of this asset, in concert with the Louisiana State University Real Estate and Facilities Foundation (LSUREFF), other stakeholders and selected developer.
- Work with Greater New Orleans Foundation (GNOF) and stakeholder groups to devise programs and implement the Spirit of Charity District.
- Increase quality job creation with the multi-institution Downtown Academic Medical Center by way of the Louisiana Medical Research Fund and other initiatives.

- Revitalize historic storefronts in Downtown. Execute Canal Street Upper Floor Redevelopment Initiative.
- Initiate and activate a housing program in Downtown to address workforce and affordable housing needs, in collaboration with City and others.

The proposed funding for this division represents a 4.5% decrease from the budget adopted for 2018. Items within the Economic Development and Planning budget proposed to have decreased funding over last year's budget include Payroll Taxes, Job Recruitment & Development, Research and Database Management, and Administration/Meetings. It should be noted that some of the goals for this division will need to go through the proper entitlement processes in order to be realized. This may include zoning changes, conditional uses and/or permitting.

#### **4. Communications (\$678,702)**

The Communications division leads the DDD's efforts to disseminate a positive image of the city's downtown through various media campaigns and at events throughout the year. In 2018, the Communications division publicized DDD success stories, increased email subscribers by 15% and social media followers by more than 25%, produced six new feature package videos with stakeholders, produced the seventh annual "Downtown NOLA Awards" and the annual "Canal Street: Home for the Holidays" events, planned, produced and promoted Downtown NOLA Saturday Shopping Spree, planned produced and promoted the DDD's 6<sup>th</sup> Arts-Based Business Pitch held during New Orleans Entrepreneur Week.

In 2019, the Communications division's goals include (see Budget and Work Plan pgs. 67-71 for full list):

- Promote the redevelopment of Duncan Plaza and promote the benefits of the Low Barrier Shelter and related social service improvements.
- Plan, execute and promote the 7<sup>th</sup> annual Downtown NOLA Awards.
- Plan, execute and promote the 2019 Annual Canal Street: Home for the Holidays events.
- Plan, execute and promote Downtown NOLA Saturday Shopping Spree.
- Plan and promote the 6<sup>th</sup> Annual Arts-Based Business Pitch Challenge with the Economic Development division.
- Continue to establish the DDD website as a key resource center for Downtown.

This division also includes funds for Public Affairs efforts, including costs of travel, meetings, and other potential intergovernmental meetings to further the District's legislative agenda. In 2018, the Public Affairs partnered with the City's Urban Mobility Coordinator, Blue Bikes Team and Bike Easy Team to implement, promote and launch



the City's new Bikeshare program. The Public Affairs division also participated with key transportation safety stakeholders to implement Safe Streets for Everyone Program, led by the RPC. Additionally, the DDD's division of Public affairs helped to activate Duncan Plaza in partnership with the Arts Council, and aligned homeless service providers to leadership of Low Barrier Shelter Operator START to ensure ongoing and robust resources and services for individuals experiencing homelessness.

In 2019, the Public Affairs division's goals include (see Budget and Work Plan pgs. 72-73 for full list):

- Work with the Mayoral administration and City Council Members to ensure alignment between DDD initiatives and City Priorities.
- Advocate for and partner with elected officials to create a Louisiana Medical Research Fund.
- Develop a legislative agenda supportive of DDD goals, programs and initiatives.
- Preserve State and Federal historic tax credits
- Encourage affordable housing Downtown in a way that expands overall housing supply.

The proposed funding for the Communications division represents a 2.5% increase from the budget adopted for 2018. Line items receiving increases in this year's budget include Personnel Costs, Events, Donor Relations and Digital Media, Miscellaneous, and Public Affairs.

## **5. Administration (\$1,134,009)**

The Administration division includes personnel expenses for the administrative staff of the district as well as funds to support general office operations. In 2018, the Administration division obtained new funding for Homeless programs and Staff Development. This division also maintained the participation of DBE-certified firms in the provision of services and materials to the DDD.

In 2019, the Administration division's goals include (see Budget and Work Plan pg. 76 for full list):

- Work with the Communication Department to secure new recurring, sustainable sponsorship funding sources for individual projects and activities.
- Ensure the implementation of individualized professional development plans for entire staff.
- Maintain and expand participation of DBE-certified firms in the provision of services and materials to the DDD.
- Update and revise Human Resources and Accounting Manuals.

The proposed funding for this division represents a 6.9% increase from the budget adopted for 2018. Increases for individual line items within the Administration budget include increases to Personnel Costs, Office Space, and Operations (Insurance, Prof. Services, etc.).

**6. Debt Service (\$ 451,832)**

This item funds principal and interest debt service for bonds issued by the District. The cost for debt service in 2018 is projected a small increase of 1.3% from 2018.

**7. Capital Purchases (\$ 0)**

The capital purchases category of the budget involves expenses for long-term equipment needs for the agency. For 2018 the DDD has budgeted \$0 for capital purchases, a 100% decrease from the 2018 approved budget for capital purchases.

**8. Capital Improvements (\$ 1,705,000)**

The last category of the District’s Budget and Work Plan pertains to capital improvements. The 2018 DDD Budget and Work Plan totaled \$2,400,000, the majority of which was budgeted to be available for any catalytic development that the board decided to participate in during the year. In 2019, DDD spending will decrease by 29% to \$1,705,000 for Districtwide Capital Improvements.

**IV. COMPLIANCE WITH MASTER PLAN**

The policy recommendations of the *Plan for the 21<sup>st</sup> Century* relevant to the Central Business District are found throughout the Master Plan, but are focused in the neighborhood and housing, the economic development, and land use elements of the Master Plan. The relevant goals, strategies, and recommended actions are copied below for reference, followed by a summary analysis by the staff.

Chapter 5: Neighborhoods and Housing		
Goal	Strategy	Action
Enhanced character and livability for neighborhoods, with investments to improve quality of life	Tailor policies and programs to maintain and enhance the physical, economic social and cultural character and diversity of existing residential neighborhoods.	Use zoning to guide the scale and character of new infill to fit in with the character of established residential areas, while accommodating an array of single- and multifamily housing options to meet the strong need for more housing units in New Orleans.
		Use zoning to ensure appropriate transitions between established residential areas and redevelopment of under utilized sites.

The City Planning Commission staff believes that the 2019 DDD Budget and Work Plan advances a goal of *Chapter 5: Neighborhoods and Housing*, an element of the Master Plan. The recent adoption of the Comprehensive Zoning Ordinance included provisions that prescribed appropriate heights of structures in the Downtown area. These height requirements help preserve the scale and character of these areas of downtown and also ensure appropriate transitions in areas that are being redeveloped. Though this was accomplished in previous years, the DDD plans to continue its work with the City Planning Commission and City Council on zoning issues, Master Plan amendments, and plans to provide comments on project proposals within the downtown area. The DDD is also in the process of supporting the redevelopment of Charity Hospital and the Loew’s State Palace Property, helping to redevelop underutilized sites. The DDD also plans to initiate and activate a housing program in Downtown to address workforce and affordable housing needs

<b>Chapter 9: Enhancing Prosperity and Opportunity</b>		
Goal	Strategy	Action
A 24-hour downtown to support its role as an economic driver	Revitalize downtown New Orleans and Canal Street to transform downtown into a thriving, mixed-use urban center.	Provide incentives to facilitate safe and enhanced occupancy of upper floors of buildings in the CBD and nearby Vieux Carre, and other historic commercial areas.
		Continue to market the use of tax credits and other incentives to encourage the rehabilitation of historic structures and new construction.
		Continue aggressive code enforcement to ensure code compliance.
	Enhance transit, pedestrian and bicycle access to and within downtown as part of a larger equitable system of access across the city.	Implement policies that encourage efficient management of the curb space in the downtown area and along commercial corridors.
Preservation and expansion of established industries	Preserve and expand the tourism industry.	Improve Canal Street through implementation of the Canal Street Redevelopment Plan, including targeted regulatory changes and financial incentives.
		Improve connectivity and transit within and between tourist areas and attractions.
		Augment efforts to preserve public safety in tourism districts.

The City Planning Commission staff believes that the 2019 Downtown Development District Budget and Work Plan advances this section of *Chapter 9: Enhancing Prosperity and Opportunity* of the Master Plan. The Downtown Development District plans to facilitate a project to revitalize historic storefronts in Downtown and on Canal Street to renovate upper floor spaces. Revitalization of vacant upper floors on Canal Street aligns

with the City Planning Commission staff’s recommendations as part of the 2018 Canal Street Study. The Downtown Development District’s Budget and Work Plan advances the Canal Street Redevelopment Plan by maintaining funding for façade grants as well as specific funding for Canal Street Development. The Downtown Development District plans to improve connectivity in downtown and among tourist areas by updating the downtown wayfinding system as well as continued support for pedestrian and bicycle friendly upgrades to downtown infrastructure and the support of the newly implemented bike share program. In addition, the DDD plans to work with the City and RTA to ensure the construction of a Downtown transit terminal. Finally, the Downtown Development District Work Plan would augment the perception and reality of safety by maintaining police details and public safety rangers, and by increasing their homeless outreach.

Chapter 14: Land Use Plan		
Goal	Strategy	Action
Promote development that can strengthen the city’s tax and job base while serving citizen needs and preserving city character.	Make downtown a vibrant 24-hour neighborhood and commercial/entertainment district.	Ensure that land use categories specific to downtown are used to encourage a 24-hour live, work, and play environment. (See Downtown land use categories descriptions and the Future Land Use map)
		Encourage higher-density development around a well-organized urban form.
		Create active, attractive street corridors that promote multimodal connections between different areas of the CBD, accommodate transportation access and parking demand, and promote a high level of pedestrian traffic and pedestrian amenity.

The City Planning Commission staff believes that many of the Downtown Development District’s efforts to promote downtown as an area for increased economic development will also advance the goals strategies, and actions relative to downtown in *Chapter 14: Land Use Plan*, an element of the Master Plan. Many aspects of the Downtown Development District’s Work Plan will encourage a 24-hour live, work, and play environment in downtown including facilitating the redevelopment upper story spaces along Canal Street with residential units, plans to renovate Duncan Plaza and other downtown public spaces, bringing various events and activities downtown, supporting economic development efforts, and enhancing policing and other public safety efforts downtown. The Work Plan calls for planting street trees, working with the City of New Orleans to create and promote opportunities for bike-share, funding façade improvement grants, and continuing security provided by rangers and police details, which will enhance pedestrian amenities and create active, attractive street corridors. Additionally, future collaborative plans with the DDD and other agencies to redevelop Charity Hospital and Loews State Palace property will activate the areas in which they’re located, particularly in the case of Loews State Palace which will most likely be used for evening activities.

In addition to *Chapter 9: Enhance Prosperity and Opportunity* and *Chapter 14: Land Use Plan*, the proposed Downtown Development District Budget and Work Plan supports other elements of the Master Plan. The Downtown Development District's proposal to support the redevelopment of Canal Street, especially the upper floors of these buildings, helps implement *Chapter 6: Historic Preservation* element of the Master Plan. The plan to continue renovating and activating Duncan Plaza as well as planting street trees implements portions of *Chapter 7: Green Infrastructure*. The increased outreach to homeless individuals and the plan develop a Low Barrier Shelter support a strategy in *Chapter 8: Health and Human Services* of the Master Plan.

Thus, both in terms of broad goals and in terms of specific actions, the staff believes the proposed 2019 Downtown Development District Budget and Work Plan is **consistent** with and supported by the City's Master Plan.

The 2019 Downtown Development District Budget and Work Plan includes a number of elements that generally address the goals and strategies of the Master Plan. In addition, the Work Plan proposes projects that implement specific actions called for by the Master Plan. The City Planning Commission staff is confident that the Downtown Development District will continue to serve as an effective convener of downtown stakeholders and City Planning Commission staff looks forward to working with the Downtown Development District and other City departments on planning projects that impact the Central Business District.

## V. SUMMARY

The 2019 DDD Budget and Work Plan is consistent with the Master Plan. Staff also recognizes and supports that the DDD is allocating more of its budget in 2019 to the general cleaning and maintenance of Downtown from previous years. Staff recommends enhanced attention to Canal Street as part of the larger effort to clean and maintain Downtown. Staff would like to encourage the DDD to use the recently completed 2018 Canal Street Study as a resource for future DDD budgets. Additionally, any development proposals the DDD would like to implement in the upcoming 2019 year will need to go through the proper entitlement processes. These may include zoning changes, conditional uses and/or permitting before realization of some of the programmatic goals for the 2019 year.

## VI. PRELIMINARY STAFF RECOMMENDATION

The staff recommends **APPROVAL** of the 2019 DDD Budget and Work Plan as it is consistent with the *Plan for the 21<sup>st</sup> Century: New Orleans 2030*.

**VII. REASON FOR RECOMMENDATION**

1. The Downtown Development District’s 2019 Budget and Work Plan is consistent with the goals, strategies, and actions provided for the Central Business District in the Economic Development and Land Use Elements of the Master Plan.
2. The Downtown Development District’s 2019 Budget and Work Plan will promote economic development, enhance the urban environment, and improve public safety in the Central Business District.

**VIII. CITY PLANNING COMMISSION MEETING (October 23, 2018)**

The staff summarized the request, stating the staff’s recommendation of approval. Two representatives for the Downtown Development District were present as proponents. Commissioner Stewart made a motion for APPROVAL as recommended by the staff, which was seconded by Commissioner Lunn and adopted.

Motion

BE IT MOVED BY THE CITY PLANNING COMMISSION THAT THE 2019 DOWNTOWN DEVELOPMENT DISTRICT BUDGET AND WORK PLAN IS HEREBY RECOMMENDED FOR APPROVAL. BE IT FURTHER MOVED THAT THE EXECUTIVE DIRECTOR IS HEREBY AUTHORIZED TO NOTIFY THE CITY COUNCIL OF SAID ACTION.

YEAS: Brown, Green, Hughes, Lunn, Steeg, Stewart

NAYS: None

ABSENT: Isaacson, Wedberg

**IX. REASONS FOR RECOMMENDATION**

1. The Downtown Development District’s 2019 Budget and Work Plan is consistent with the goals, strategies, and actions provided for the Central Business District in the Economic Development and Land Use Elements of the Master Plan.
2. The Downtown Development District’s 2019 Budget and Work Plan will promote economic development, enhance the urban environment, and improve public safety in the Central Business District.