

OFFICE OF THE MAYOR

EXECUTIVE ORDER HM 26-22

CANAL STREET RENAISSANCE INITIATIVE

WHEREAS, Canal Street is one of the most iconic and historically significant thoroughfares in New Orleans, renowned for its grand architecture, historic streetcars, and vibrant commercial character, as well as for being a critical corridor to commerce, tourism, special events, transportation, and civic identity; and

WHEREAS, generations of residents and visitors have experienced Canal Street's wide boulevards and distinctive streetscape, which contribute to the beauty and sense of place that make downtown New Orleans a world-recognized destination for commerce, tourism, entertainment, and culture; and

WHEREAS, the City Planning Commission released a comprehensive study entitled "Canal Street: Progress Report & Analysis of Current Conditions" in October 2025 analyzing the conditions and challenges affecting Canal Street and identifying numerous structural, operational, and economic deficiencies impacting the corridor; and

WHEREAS, while recognizing the important role of existing anchor institutions and encouraging retail investment, the study found what residents already know: Canal Street has experienced a decades-long decline in commercial occupancy, pedestrian activity, public safety conditions, infrastructure quality, upper-floor tenant occupancy, and overall economic vitality; and

WHEREAS, persistent quality-of-life concerns—including blight, inconsistent street lighting, graffiti, inadequate maintenance, public-safety challenges, and fragmented governance—have undermined public confidence and private investment along the Canal Street Corridor; and

WHEREAS, the City recognizes that prior studies and recommendations have sufficiently identified the challenges affecting Canal Street and that coordinated implementation and execution is long overdue; and

WHEREAS, the revitalization of Canal Street requires coordinated action among multiple City departments and agencies, including the New Orleans Police Department ("NOPD"), the Department of Public Works ("DPW"), the Department of Code Enforcement, the Department of Sanitation, the New Orleans Health Department, and the Downtown Development District ("DDD"), as well as partner organizations with subject-matter expertise in economic development

and retail attraction, cultural economy, tourism and hospitality, real-estate development, architecture and historic preservation, urban planning, transportation, public safety, and marketing; and

NOW THEREFORE, I, HELENA MORENO, Mayor of the City of New Orleans, pursuant to the authority vested in me by the Constitution and laws of the State of Louisiana and the Home Rule Charter of the City of New Orleans, **DO HEREBY ORDER AS FOLLOWS:**

1. **Purpose.** This Order establishes the Canal Street Renaissance Initiative to coordinate the Moreno Administration's efforts to restore Canal Street into a safe, clean, economically vibrant, pedestrian-oriented, and culturally significant corridor through coordinated operational improvements, infrastructure investment, code enforcement, economic development, and cultural programming.

2. **Canal Steet Renaissance Director.**

A. The Mayor shall designate a Canal Street Renaissance Director to serve as the chief coordinator of the Canal Street Renaissance Initiative. The Director will provide centralized leadership over Canal Street policy and programs and ensure coordination among DDD, DPW, NOPD, Sanitation, Health Department, Code Enforcement, and other appropriate departments and agencies, resolving what has been identified as a core structural failure in corridor management.

B. The Director shall:

- i. Coordinate inter-department and interagency implementation of this Order;
- ii. Convene regular coordination meetings among relevant departments, external agencies, and stakeholders;
- iii. Monitor operational performance along the Canal Street Corridor;
- iv. Develop implementation priorities and timelines;
- v. Coordinate public-facing revitalization initiatives;
- vi. Track compliance and performance metrics;
- vii. Engage Canal Street residents, businesses, and other key stakeholders regarding matters that affect the Canal Street Corridor;
- viii. Advise members of the City Council and their staffs on the progress of Canal Street-related initiatives and solicit input and recommendations; and
- ix. Serve as the Administration's principal liaison regarding Canal Street revitalization efforts.
- x. Preparation of an annual report summarizing program activities, performance metrics, key accomplishments, and priorities for the upcoming period.

3. **Canal Street Renaissance Plan.** The Canal Street Renaissance Plan will occur in three phases, as set forth in this section.

A. **Phase 1.** Phase 1 centers on immediate action to restore basic order, safety, and functionality to the Canal Street Corridor. Phase 1 initiatives will include the following:

- i. Strategic engagement with the French Quarter/Downtown Development District Quality of Life Task Force.
- ii. Coordination with law enforcement, public safety agencies, and security patrols to prioritize and address traffic enforcement to prohibit lane blocking and improve traffic flow, unlicensed vendors, and illegal activity.
- iii. Comprehensive lighting audit and repair effort, along with targeted fixes to sidewalks, street signage, and road hazards through the Department of Public Works.
- iv. Clean and well-maintained conditions including a consistent daily cleaning schedule, litter abatement, and streetscape maintenance through coordination with departments and external stakeholders, including the Downtown Development District and the Department of Sanitation.
- v. Escalated coordination with the Department of Code Enforcement and the Centralized Adjudication Bureau to address recurring blight, graffiti, and property maintenance violations. Enforcement of strong mechanisms, including financial penalties and property liens, to drive compliance among noncompliant properties. To improve accountability, this initiative will establish a public dashboard to track violations and adjudication status.
- vi. Stakeholder engagement to identify, and to support where possible, immediate economic development and commercial revitalization opportunities.

B. **Phase 2.** Phase 2 will focus on reshaping Canal Street into a safer and more attractive environment for pedestrians and investors. Phase 2 initiatives will include the following:

- i. Comprehensive traffic, pedestrian safety, and curb use analysis to address conditions that have led to more than 3,000 automobile accidents over the past decade, many with significant pedestrian injuries and fatalities.
- ii. Cultural revitalization of the corridor through public art installations, pop-up programming, and street activations that emphasize Canal Street's historic identity as a destination and New Orleans' most iconic commercial thoroughfare.
- iii. An Arts, Entertainment, and Theater District to create a cohesive identity and sense of place, addressing a major limitation in Canal Street's current appeal.
- iv. Retail activation efforts that adapt to modern trends by prioritizing flexibility and experience, including establishing a dedicated retail attraction strike team to secure new tenants, launch economic incentive programs that support market readiness of vacant retail properties, and promote flexible leasing opportunities that lower barriers to market entry. The strategy will target experiential retail and food-and-beverage anchors, while also revisiting zoning restrictions to allow greater flexibility along the corridor.
- v. Coordinated marketing, branding, and media strategy to reposition Canal Street as a premier destination for commerce, culture, entertainment, tourism, and investment. The

initiative shall include the creation of a unified Canal Street brand; coordinated public information campaigns; partnerships with local, regional, and national media outlets; digital and social media marketing; promotion of retail, dining, arts, and cultural programming; and collaboration with tourism, hospitality, business, and community stakeholders to highlight redevelopment milestones, attract visitors and investors, and strengthen public confidence in the corridor's revitalization.

C. **Phase 3.** Phase 3 aims to fully activate and unlock the long-term economic potential of the Canal Street Corridor. Phase 3 initiatives will include the following:

- i. An upper floor activation program for residential, hotel, and office uses will address the widespread vacancy in upper-story spaces by offering pre-development assistance, financing tools, and tax incentives.
- ii. An anchor development strategy will further strengthen the corridor by identifying and packaging key opportunity sites. Efforts will focus on recruiting flagship tenants and major experiential brands, while coordinating development with nearby hospitality construction, residential projects, and key tourism destinations.
- iii. Durable governance structure, formalized through appropriate legal or policy mechanisms, to centralize administration of Canal Street Renaissance programming and to secure sustainable funding sources to support long-term beautification and economic development implementation efforts.

4. **Interagency Coordination.**

A. The following departments and agencies shall cooperate with and provide support to the Canal Street Director:

- i. New Orleans Police Department;
- ii. Office of the Deputy Mayor of Public Safety;
- iii. Department of Public Works;
- iv. Department of Code Enforcement;
- v. New Orleans Health Department
- vi. Office of Nighttime Economy;
- vii. Department of Sanitation;
- viii. New Orleans Regional Transit Authority;
- ix. Downtown Development District;
- x. Office of Economic Development;
- xi. Office of Cultural Economy;
- xii. New Orleans Building Corporation;
- xiii. French Quarter Management District; and
- xiv. Any other department designated by the Mayor, a Deputy Mayor, or the Director.

B. The Director shall serve as a liaison to the French Quarter/Downtown Development District Quality of Life Task Force. This initiative, led by the Deputy Mayor of Public Safety, is a coordinated, multi-agency effort designed to address recurring public safety and quality of life concerns within the Downtown and French Quarter neighborhoods through increased enforcement and legislative measures, as needed.

C. Interagency coordination meetings shall be conducted and overseen by the Director to review operational conditions, enforcement priorities, infrastructure needs, and implementation progress.

D. Nothing in this Order shall be construed to compel the participation of an entity or agency not under the control of the executive branch of the City. Participation by external agencies, though vital to the success of the initiative and strongly encouraged, shall be voluntary.

5. **Duration.** This Executive Order shall remain effective until amended, rescinded, or terminated in accordance with applicable law.

WITNESS MY HAND AND SEAL THIS 22nd DAY OF JULY, 2026 AT NEW ORLEANS, LOUISIANA.



Helena Moreno
Mayor
City of New Orleans