



NORTA TOC Guidelines

Spring 2019 Studio



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Edward J. Bloustein School
of Planning and Public Policy

 Thank you! 



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Edward J. Bloustein School
of Planning and Public Policy

- Dean Vonu Thakuriah
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Rutgers Project Team



May 2019 Graduates

- Jerome Gonzalez - Fort Worth, TX
- Aashna Jain* - New Delhi, India
- Michael Lucia - Port St. Lucie, FL
- Katie Shepard - Teaneck, NJ
- Rebecca Son - Chicago, IL
- Andrew Wainwright* - Medford, NJ
- Yasha Zarrinkelk - Irvine, CA

May 2020 Graduates

- Rahul Dagli* - Ahmedabad, India
- Ben Eskin - Bethesda, MD
- Maggie Mysliwec - Bloomingdale, NJ
- Daniel Swain* - St. Paul, MN
- Michael Swan* - Kansas City, MO
- Noura von Briesen* - Charlotte, NC

Advisor

- Professor Barbara Faga



New Orleans Project Team



- ▶ Adelee Le Grand
 - ▶ Vice President/Chief Strategy Officer
- ▶ Stosh Kozlowski
 - ▶ Principal, Dept. of Planning & Scheduling
- ▶ Robert Rivers
 - ▶ Executive Director, City Planning Commission
- ▶ Stephen Kroll & Larry Massey
 - ▶ Administrators, City Planning Commission
- ▶ Casius Pealer
 - ▶ Director of Sustainable Real Estate Development, Tulane University
- ▶ Emily Leitzinger
 - ▶ President, Mid-City Neighborhood Association
- ▶ Kyle Gilmore & Kevin Gray
 - ▶ New Orleans Redevelopment Authority





Expert Reviewers



- ▶ Bob Pell
 - ▶ Managing Director, Urban Solutions at Hatch

- ▶ Rick Reinhard
 - ▶ Chief Administrative Officer, United Methodist Church

 - ▶ Former President, downtown Washington, DC BID



Agenda

1. Scope of Work
2. Goals
3. Methodology
4. Typologies and Recommendations
5. Implementation and Funding



1. Scope of Work



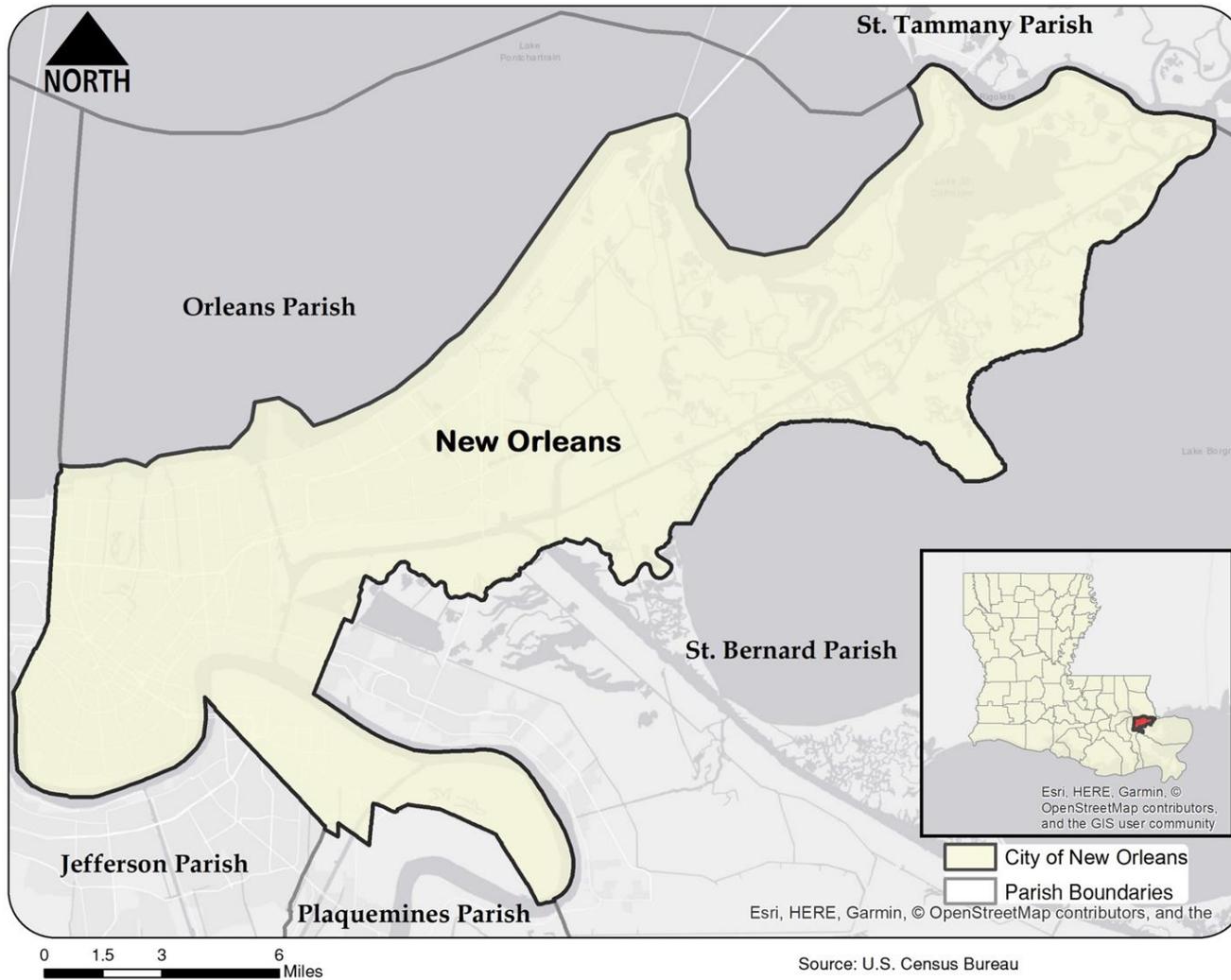
Scope of Work



1. Research
2. Station Typologies
3. Implementation

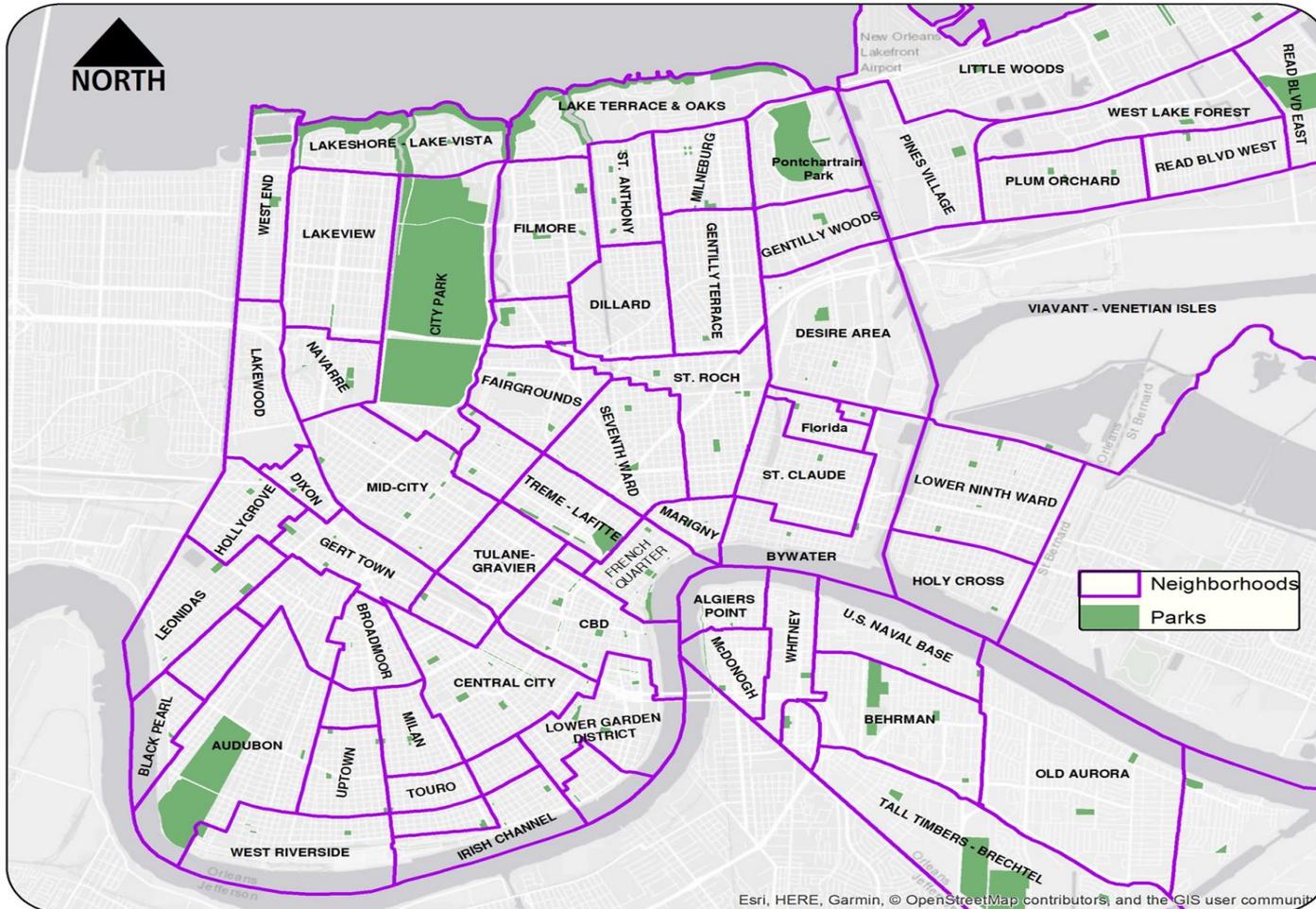


PROJECT LOCATION



- Population: 388,000 (2017)
- Land Size: 349.8 square miles

New Orleans Neighborhoods

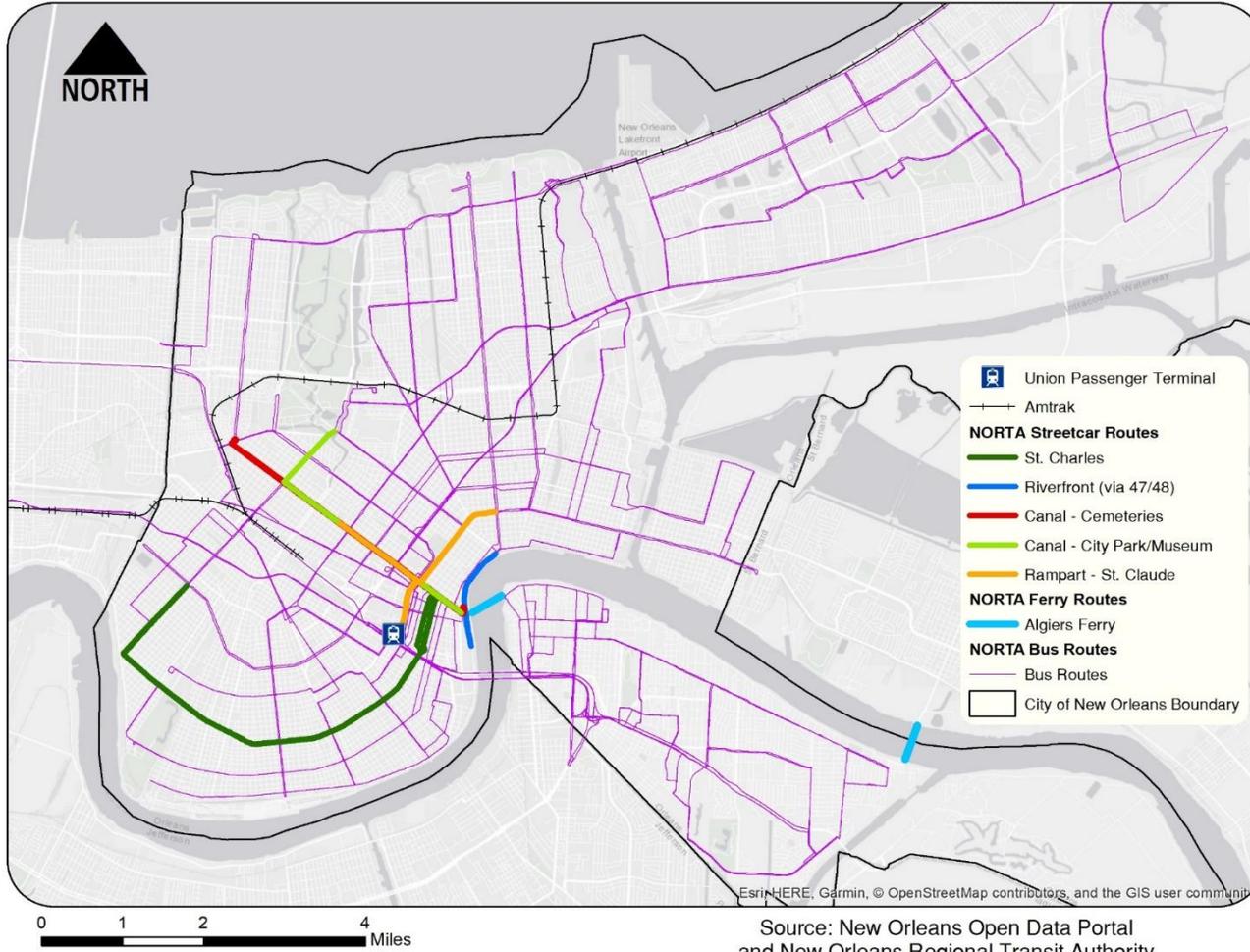


Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

Source: New Orleans Open Data Portal

➤ Total of 72 neighborhoods

New Orleans Regional Transit Authority System Map



NORTA System	
30 Bus Routes	2,000+ Stops
5 Streetcar Routes	250+ Stops
2 Ferry Routes	4 Stops



Comparable Studies

2. Goals



Goals



- ▶ Promote Density & Mixed-Use Development
- ▶ Create Live-able Design
- ▶ Incorporate Transportation Demand Management
- ▶ Encourage Equity/Affordable Housing
- ▶ Foster Resiliency
- ▶ Support Community Development



3. Methodology

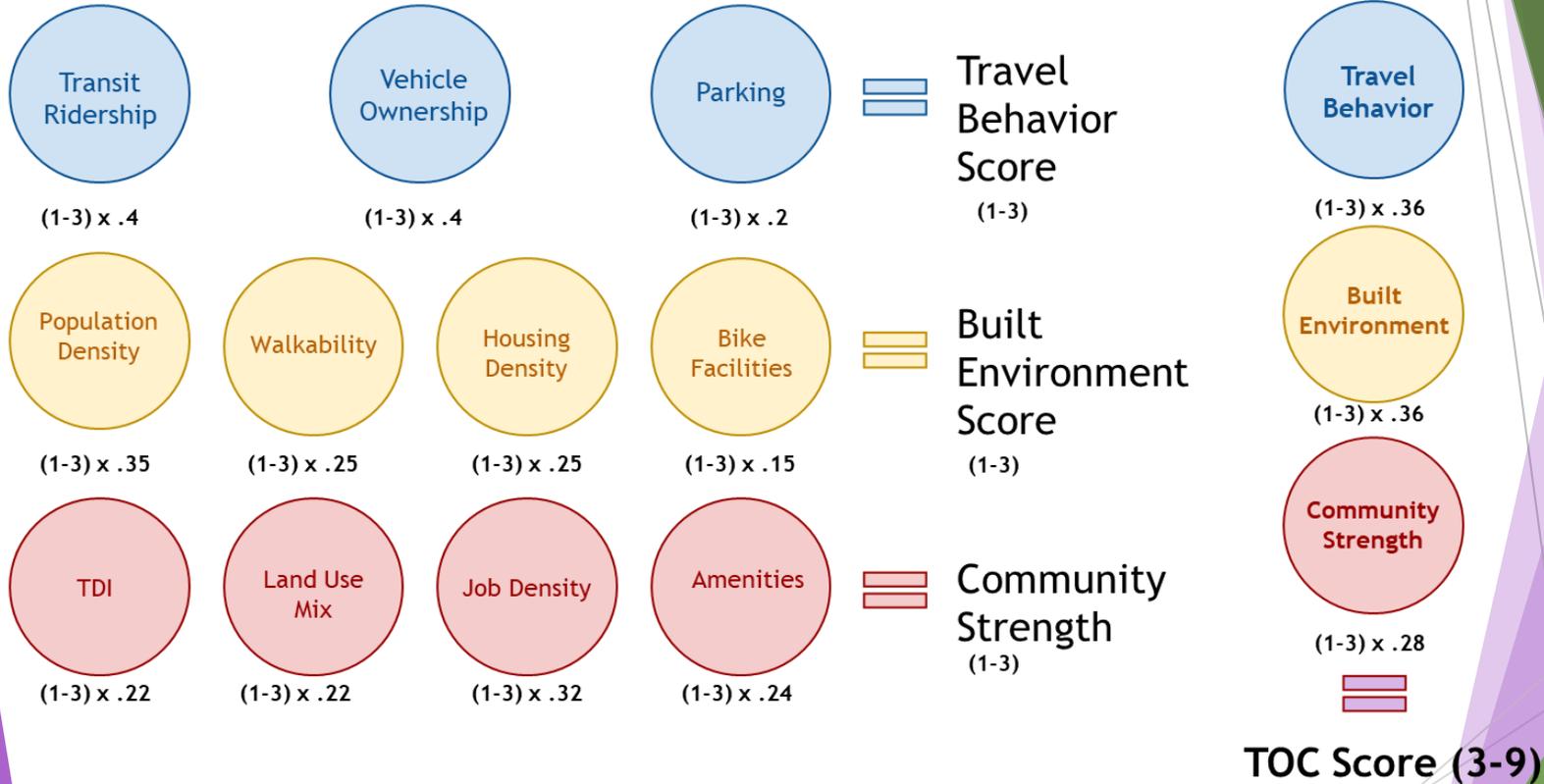
Our Process

1. Quantitative TOC methodology research
2. Develop initial TOC index model
3. Calculate TOC Readiness Index
4. Select top index scores for site visit and observation
5. Qualitative research through site visit
6. Develop typologies based on TOC readiness scores and site visit takeaways



Methodology Research

University of Minnesota

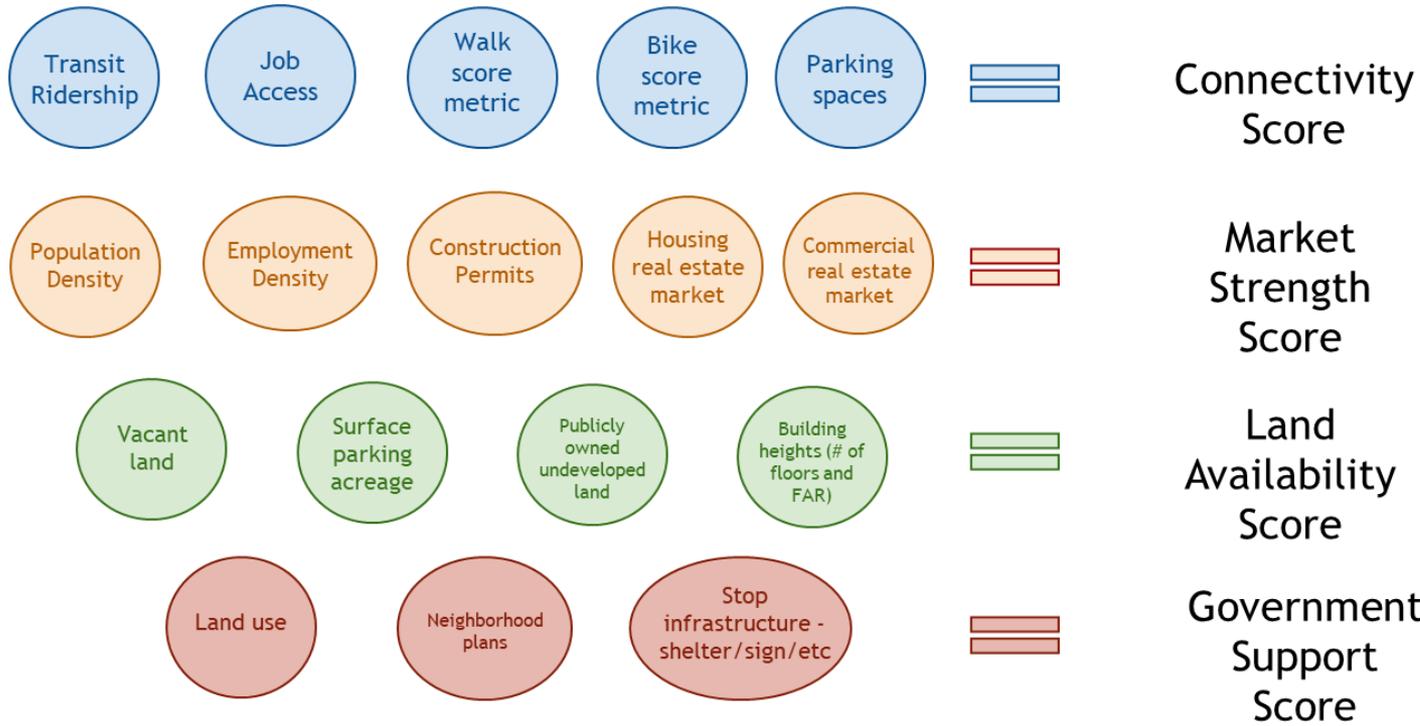




Methodology Research



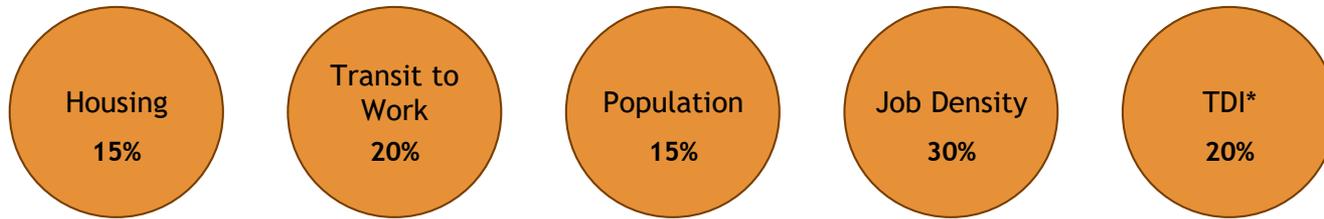
City of Austin, Texas - Subscores



Each metric ranks as low (1), medium (2), or high (3)



Initial Model



Each factor indexed 1 through 9



TOC Score (1-9)



**Top 60-70
Stations**

*TDI (Transit Dependency Index) considers age, vehicle ownership, and federal poverty status

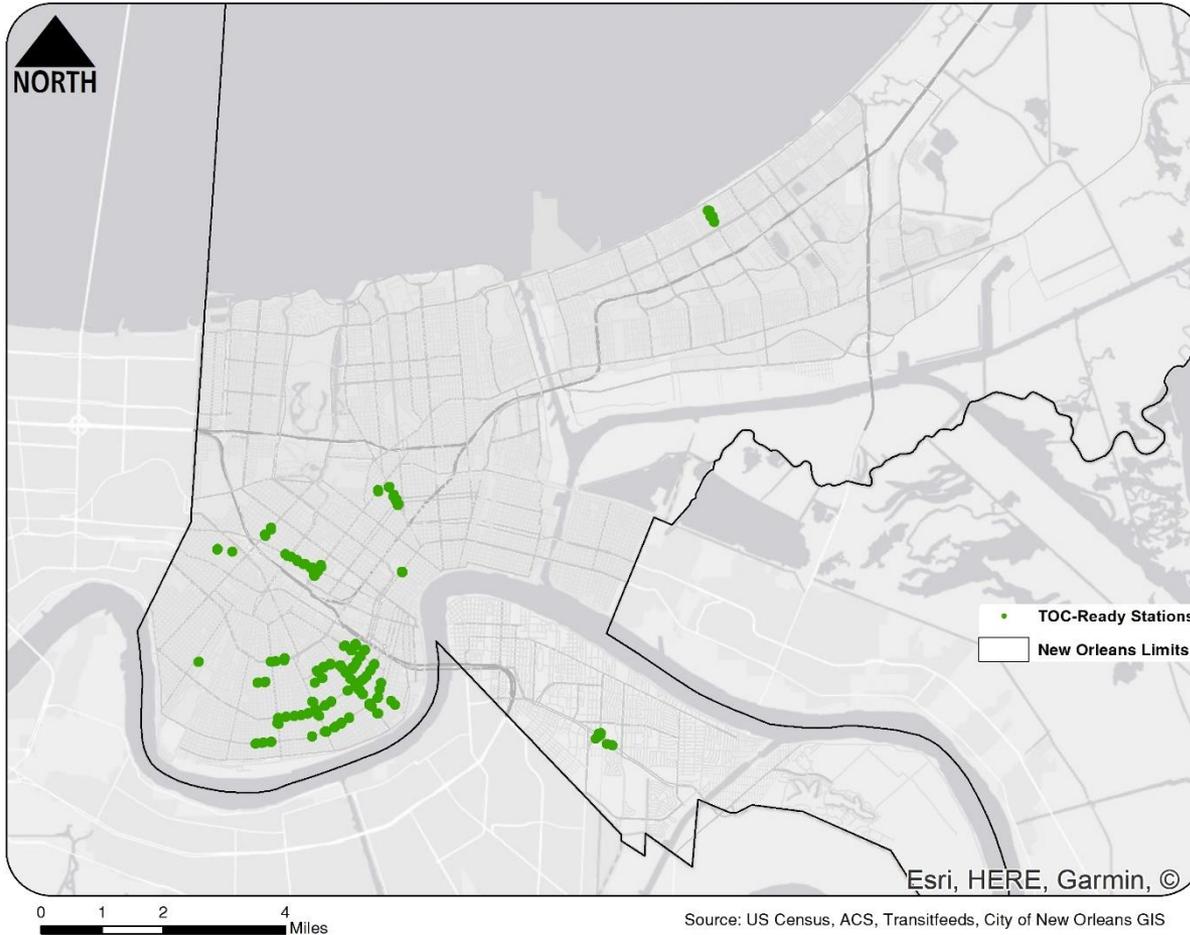


TOC-Ready Stations



(Pre-site visit)

TOC-Ready NORTA Station Map (Methodology B)





New Orleans Site Visit

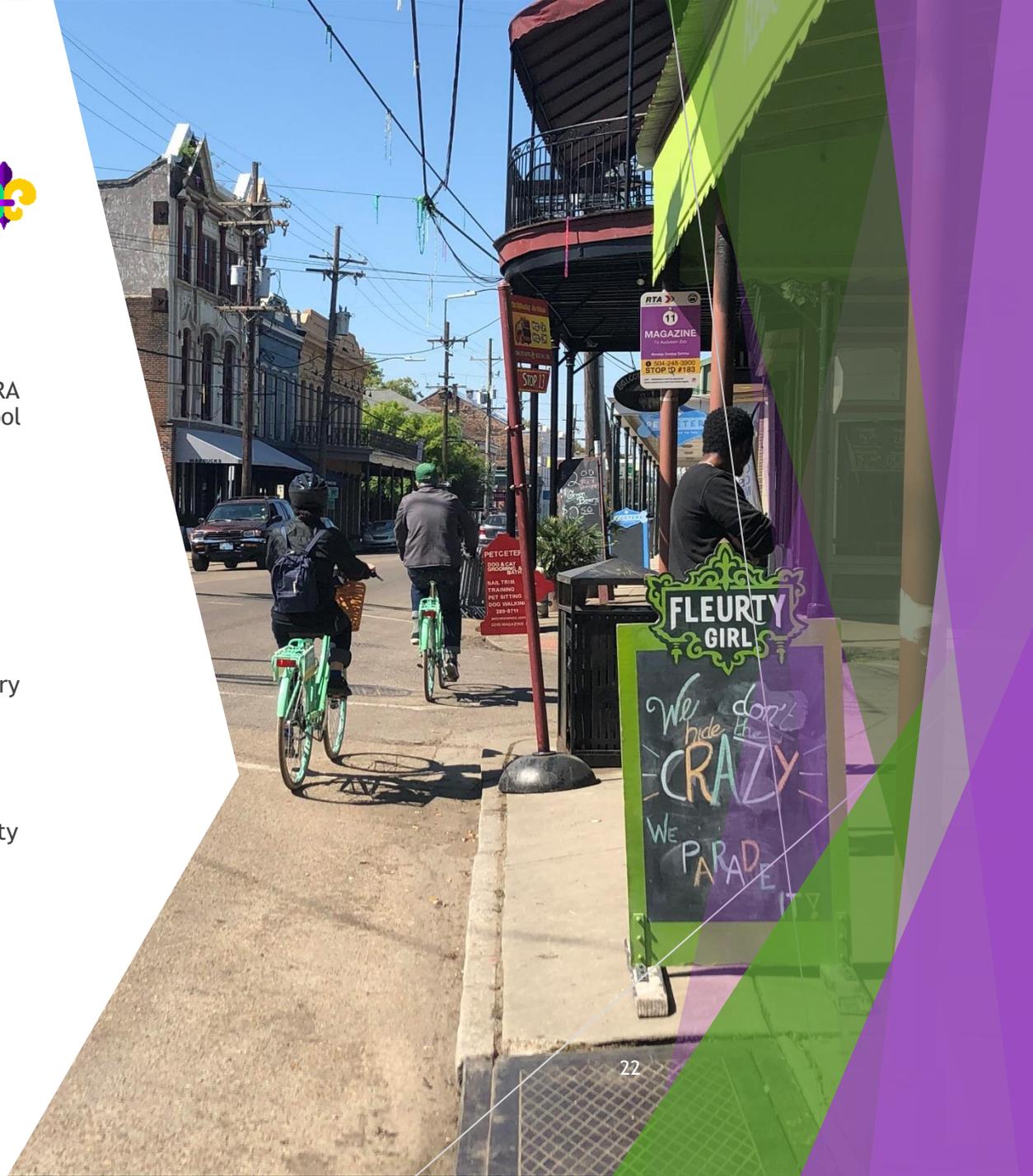




Site Visit Takeaways



- ▶ Kyle Gilmore and Kevin Gray of NORA & Cassius Peeler of the Tulane School of Architecture
 - ▶ Challenges & opportunities
 - ▶ Successful proof of concept projects spur other TOC development
- ▶ City Planning Commission
 - ▶ Types of density & inclusionary zoning
 - ▶ Historic density vs. larger multi-family density
- ▶ Emily Leitzinger - President, Mid-City Neighborhood Association
 - ▶ Immediate on the ground concerns
 - ▶ New development must benefit existing residents





Our Process



Data Analysis

Housing

Weight: 15%

Population

Weight: 15%

Job

Weight: 30%

Transit to Work

Weight: 20%

TDI*

Weight: 20%

60-70 Stations

Qualitative Research

TransDev

Planning Commission

Neighborhood Organizations

Redevelopment Authority

Developers

Architects

Field Work

Vacant Land

TOD Selection

Station
Typology

12 Station
5 TOD Typologies

*TDI (Transit Dependency Index) considers age, vehicle ownership, and federal poverty level status as variables

4. Typologies and Recommendations





Typologies



Name	Residential Density	Employment Density	Existing Land Uses	Dominant Land Use	Vacant/ Underutilized Land	Example Station
Urban Core	Low	High	<ul style="list-style-type: none"> High-density commercial Parking 	Commercial	Low	Loyola Ave. & Poydras St.
Town Center	Low	Medium-High	<ul style="list-style-type: none"> Auto-oriented and general commercial Surface parking 	Commercial	High	Bullard & Walmart
Arterial Corridor	Medium	Medium	<ul style="list-style-type: none"> Commercial Multi-family Single-family 	Commercial / Residential	Medium	Tulane Ave.
Neighborhood	High	Low	<ul style="list-style-type: none"> Single-family Small scale multi-family Local commercial hubs 	Residential	Low	St. Charles Ave. & Louisiana Ave.
Multi-Modal: Residential	High	Medium	<ul style="list-style-type: none"> Industrial Mixed-use residential and commercial Green space 	Industrial/ Residential	Medium	Algiers Ferry Terminal
Multi-Modal: Mixed Use	Low	High	<ul style="list-style-type: none"> High density commercial Parking 	Commercial	Low	Union Passenger Terminal

Neighborhood: Vision

- ▶ Primarily residential with neighborhood scale commercial
- ▶ Protect existing architectural vernacular
- ▶ Create higher density residential along commercial corridors
- ▶ Increase pedestrian accessibility between uses



Neighborhood Street in New Orleans.

Neighborhood: Transportation

- ▶ Ensure ADA compliance for all transit stops
- ▶ Reduce headways for improved reliability for routes outlined in the SMP
- ▶ Install and maintain bike infrastructure
- ▶ **Equip shelters with transit information and wayfinding signage**



Neighborhood: Zoning and Land Use

- ▶ Promote medium-density mixed-use development
- ▶ **Preserve character of historic districts**
- ▶ Increase residential density near transit stops
- ▶ Prohibit auto-oriented uses
- ▶ Encourage commercial uses and amenities that community well-being

Historic house in the Garden
District, New Orleans





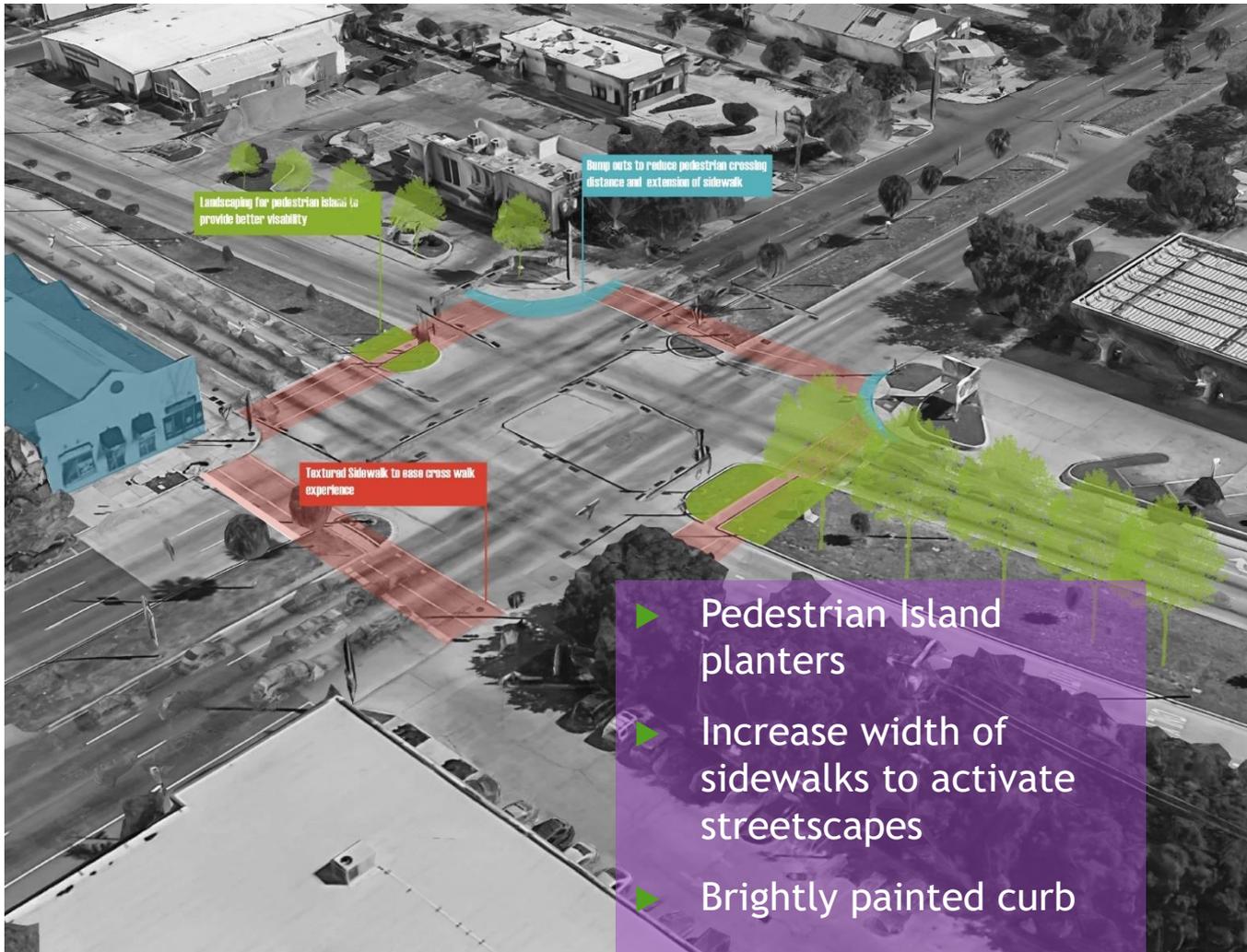
Neighborhood: Design



- ▶ Encourage greater use of public space
- ▶ Implement traffic calming measures
- ▶ Restore the urban tree canopy and utilize green infrastructure techniques

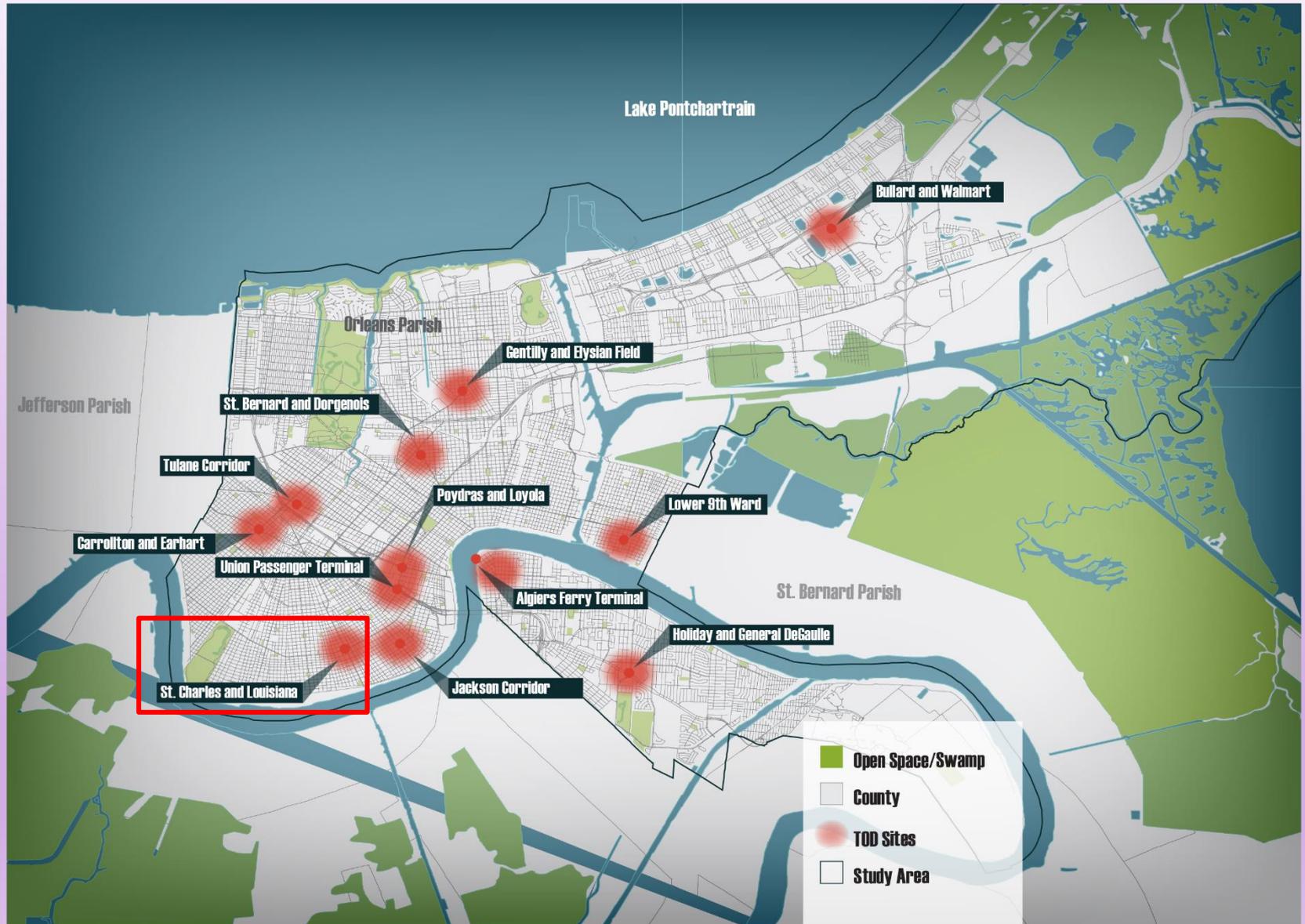
Rain garden in Lafitte Greenway

Neighborhood: Design





Neighborhood: Example Station



Station Overview



St. Charles Ave. & Louisiana Ave.
Neighborhood



The Fresh Market at Louisiana Ave. and St. Charles Ave.

Existing Conditions

- Educational campuses
- On-street parking
- Majority historic district
- Some shared bike lanes

Recommendations

▶ Land Use

- Minimize changes to historic neighborhood
- Use historically appropriate densities
- Minimize auto-oriented uses

▶ Transit Policy

- ADA transition plan/accommodations
- Transit passes for students

▶ Design

- “Road diet” on Louisiana Ave
- Protected bike lanes
- Encourage pedestrian-oriented design



5. Implementation and Funding

Federal Funding

Program	Details	Criteria
Pilot Program for TOC (FTA)	Integrate land use and transportation	Fixed guideway or core capacity investment
Choice Neighborhood Grant (HUD)	95/5 match for local plans in implementation phase	Transformation plan with AMI and Vacancy Restrictions
Low Income Housing Tax Credits	Include lower-income housing units in TOC	40% of units for less than 60% AMI
Opportunity Zones	Capital gains reinvested in development projects	Investment in OZs

State Funding

Program	Details	Criteria
Restoration Tax Abatement	5-10 year property tax abatement	Properties must be in qualifying districts
Payment In Lieu of Taxes	Property taxes withheld for set period	IDB determination needed
State Commercial Tax Credit	20% tax credit on restoration projects	Certified buildings only

The Paramount at South Market

- ▶ PILOT, PROP, and Enterprise Zone financing
- ▶ CBD location
- ▶ 21,500 ft² of retail
- ▶ 209 market rate apartments
- ▶ LEED Silver certification
- ▶ Near major transit connections





Local Funding



Program	Details	Criteria
Tax Increment Financing (TIF)	Sales tax revenues to fund infrastructure and development	Select retail developments and qualifying districts
Rental Housing Program	Gap financing for affordable housing development	Subsidized units must be 80% AMI or below
Façade Renew	Matching reimbursement grants	Up to 75% of total cost
Fresh Food Retailers initiative	Low interest/forgivable loans	Low income, underserved areas

Foundational Funding

Program	Details	Criteria
New Orleans Recreation Development (NORD) Foundation	Funds “safe spaces to live, work, and play”	Youth centers, playgrounds, libraries, etc.
Ella West Freeman Foundation	Capital projects and community development projects	Previous partners: Shared Housing of New Orleans & Ochsner Medical Center
Greater New Orleans Foundation	Affordable housing and economic opportunity	Advocating and producing affordable housing



Lafitte Greenway



- ▶ Managed and partly funded by NORD Foundation
- ▶ Includes Lemann Playground
- ▶ Plans for nearby housing and office development
- ▶ Funding for management and park patrol
- ▶ Future funding options: bioswales, public clubhouse, skate park



Partnerships

- ▶ Create partnerships within local government to encourage TOC that suits local context
- ▶ Develop public input opportunities for community to provide feedback on TOC in New Orleans
- ▶ Partner with CPC to explore TOC overlay feasibility
- ▶ Coordinate with the CPC and RPC on Brownfield Redevelopment Program
- ▶ Collaborate with the City's Parks and Parkways Department to plan for green space
- ▶ Entice participation and partnerships with major institutions such as universities and medical centers





Thank you!



Rutgers Project Team Photo

