Port NOLA PIER Plan

Port Inner Harbor Economic Revitalization Plan (PIER Plan)

PORT NOLA
THE PORT OF NEW ORLEANS

DRAFT

February 2020

Brandy D. Christian
President and CEO,
Port of New Orleans and
New Orleans Public Belt Railroad Corporation

FROM THE PRESIDENT AND CEO

Together with the Board of Commissioners of the Port of New Orleans, I am pleased to share the Port Inner Harbor Economic Revitalization Plan (PIER Plan) — a collaborative vision to revitalize the Inner Harbor District, increase commercial activity and create quality jobs for area residents.

The Port NOLA Strategic Master Plan, adopted in 2018, laid out a bold vision for the next 20 years and a roadmap for growth that identified a need for regional freight-based economic development. This planning effort provided the framework for the PIER Plan.

Evolution in global shipping trends, changes in investment strategies and multiple natural disasters have left the Port's Inner Harbor in need of a new plan that aligns with our strategic vision and supports our economic mission.

Port NOLA's role as a port authority is to plan, build, maintain and support the infrastructure to grow jobs and economic opportunities related to trade and commerce.

We know that revitalization and future development cannot be done in a vacuum, so collaboration is at the core of the PIER Plan as well. True to our values, we engaged and worked with a diverse range of stakeholders in the process — including government agencies, industry, tenants, and neighboring communities as hands-on, strategic partners.

The PIER Plan sets a course for redevelopment and investment in the Inner Harbor that reverberates economic prosperity beyond Port property and throughout the entire region.

Let's get started!

Brandy D. Christian

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ACKNOWLEDGMENTS

Development of the Port Inner Harbor Economic Revitalization Plan (PIER Plan) was made possible with grant funding from the U.S. Environmental Protection Agency Brownfields Area-Wide Planning Program. Special thanks to EPA Project Officer Denise Williams for her ongoing assistance and dedication to this project.

Our Key Partners have made this project possible and we sincerely appreciate their support and active participation. From the very beginning phases of grant proposal writing and throughout the entire process, these four organizations have helped to make this project a success:

City of New Orleans

Deep South Center for Environmental Justice

Louisiana Department of Environmental Quality

New Orleans Regional Planning Commission

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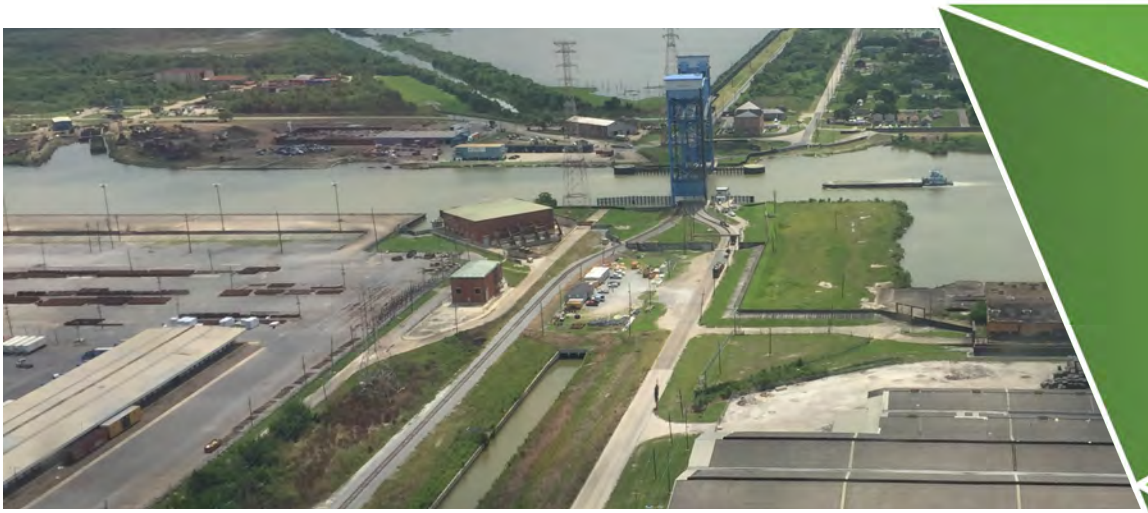
ACS	American Community Survey
ASCE	American Society of Civil Engineers
AST	Aboveground Storage Tank
BF AWP	Brownfields Area-Wide Planning
BLS	Bureau of Labor Statistics
Campus	Groupings of Port properties designated to help focus redevelopment efforts and prioritize limited resources to those areas or projects with the most potential to spur future investments. Each campus has different existing conditions, planned land uses, and capital facility needs.
Catalyst Site/Projects	A site or project designated for development to spark economic growth of an area.
CSED	Lower Ninth Ward Center for Sustainable Engagement & Development
Design Guidelines	Development tool that can encourage high-quality development and creative design options, provide clear and usable design direction, protect and enhance property values and economic viability.
DEQ	Louisiana Department of Environmental Quality
DFE	Design Flood Elevation
EPA	United States Environmental Protection Agency
GIWW	Gulf Intracoastal Waterway
GNO	Greater New Orleans
Inner Harbor	Refers to Port waterfront property along the Inner Harbor Navigational Canal.
Inner Harbor District	Refers to the vision for the properties along the Inner Harbor. Consistent with this vision, the properties will be managed, developed and designed as a whole to create greater synergies and development potential.
IBC	International Building Code
IHNC	Inner Harbor Navigational Canal
Intermodal	Intermodal transportation is the movement of goods in a container or vehicle, using two or more modes or carriers, during its journey from shipper to consignee. Modes include rail, truck, ship and barge.
Key Partners	Strategic partners engaged in the planning process for the PIER Plan who helped to guide the planning and contribute data and/or resources to the Plan. The Key Partners include the City of New Orleans, Deep South Center for Environmental Justice, Louisiana Department of Environmental Quality, and the New Orleans Regional Planning Commission.
LaDOTD	Louisiana Department of Transportation and Development
Landmark Entryway	Visually appealing, oftentimes large, signage that indicates the viewer is entering an area – used for place-making and navigational purposes.
LED	Louisiana Economic Development
MSA	Metropolitan Statistical Area
Multimodal	The movement of people in different modes including automobiles and various transit vehicles. Multimodal also includes pedestrian and cycling commutes.
NASA	National Aeronautics and Space Administration

PIER Plan Acronyms and Key Terms Continued	
NOLABA	New Orleans Business Alliance
NOPB	New Orleans Public Belt Railroad
NORBP	New Orleans Regional Business Park
PIER Plan	Port Inner Harbor Economic Revitalization Plan
Port NOLA	Port of New Orleans
Port Tenant	Private companies leasing property and facilities from Port NOLA.
RPC	New Orleans Regional Planning Commission
RTA	New Orleans Regional Transit Authority
Stakeholder Panel	A group of over 30 invited organizations established by the Port to help explore opportunities, identify issues, and provide feedback for the PIER Plan. Stakeholder Panel members include the City of New Orleans, other public agencies, economic development organizations, Port NOLA tenants, local institutions and non-profit organizations, and nearby neighborhood associations.
Streetscape	The natural and built elements of a street.
Study Area	Area of PIER Plan analysis, including the Port's Inner Harbor and extending one mile radius beyond to include City of New Orleans neighborhoods.
USACE	United States Army Corps of Engineers
UST	Underground Storage Tank
Wayfinding	A consistent use and organization of cues to help people navigate a space.



CHAPTER 1
INTRODUCTION

The Port of New Orleans Inner Harbor Economic Revitalization Plan (PIER Plan) is the result of a collaborative planning project focused on future development of the Port's industrial real estate on the Inner Harbor, and is funded by the U.S. Environmental Protection Agency (EPA). The PIER Plan is the culmination of an in-depth stakeholder process and will be used to guide design, development, and ongoing engagement with Inner Harbor stakeholders. This Plan provides a summary of technical analysis and public involvement, a vision for future land use and development goals, principles for design and development guidelines, and strategies to advance implementation.

ABOUT THE PORT OF NEW ORLEANS

The Port of New Orleans (Port NOLA) is a political subdivision of the State of Louisiana that serves as the maritime authority and landlord to over 60 maritime and industrial tenants, including those along the Inner Harbor. As property manager, Port NOLA's role is to plan, build, maintain, and support the infrastructure to grow jobs and economic opportunities related to trade and commerce. Together with tenants, operators, and partners, Port NOLA's collective strength as an economic catalyst drives global trade and builds local prosperity.

Our Mission

To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern gateway.

Our Vision

Advancing global connections and infrastructure to exceed the needs of tomorrow.

The Port NOLA Master Plan, adopted in May 2018, lays out a vision for the next 20 years with a roadmap for growth, including recommendations for capital investments, operational changes, policies and strategic initiatives, and provides overarching guidance for Port development and a framework for the development of the PIER Plan.

In tandem with this renewed focus, Port NOLA invited stakeholders and the public to contribute to the Port NOLA Master Plan. Out of this master planning process the need for a plan for the future of the Inner Harbor became clear, and development of the PIER Plan began.

This PIER Plan further develops specific redevelopment strategies and tactics for properties along the Inner Harbor.

PORT NOLA AT WORK

CREATION OF THE INNER HARBOR

The Inner Harbor is vital today due to its critical role in global shipping and as a potential center for regional employment. The need for a shipping channel that would connect Lake Pontchartrain to the Mississippi River dates back to 1763 during Spanish colonial times. The Inner Harbor Navigation Canal (IHNC) was designed to facilitate growth in industry and shipping, and it remains a critical link of the Gulf Intracoastal Waterway linking Texas and Florida for shipping and transport. Endorsed by the State and City, Port construction completed the IHNC nearly 100 years ago, creating the Port's Inner Harbor. Throughout the last century, much of the waterfront property has been in use for maritime and industrial purposes.

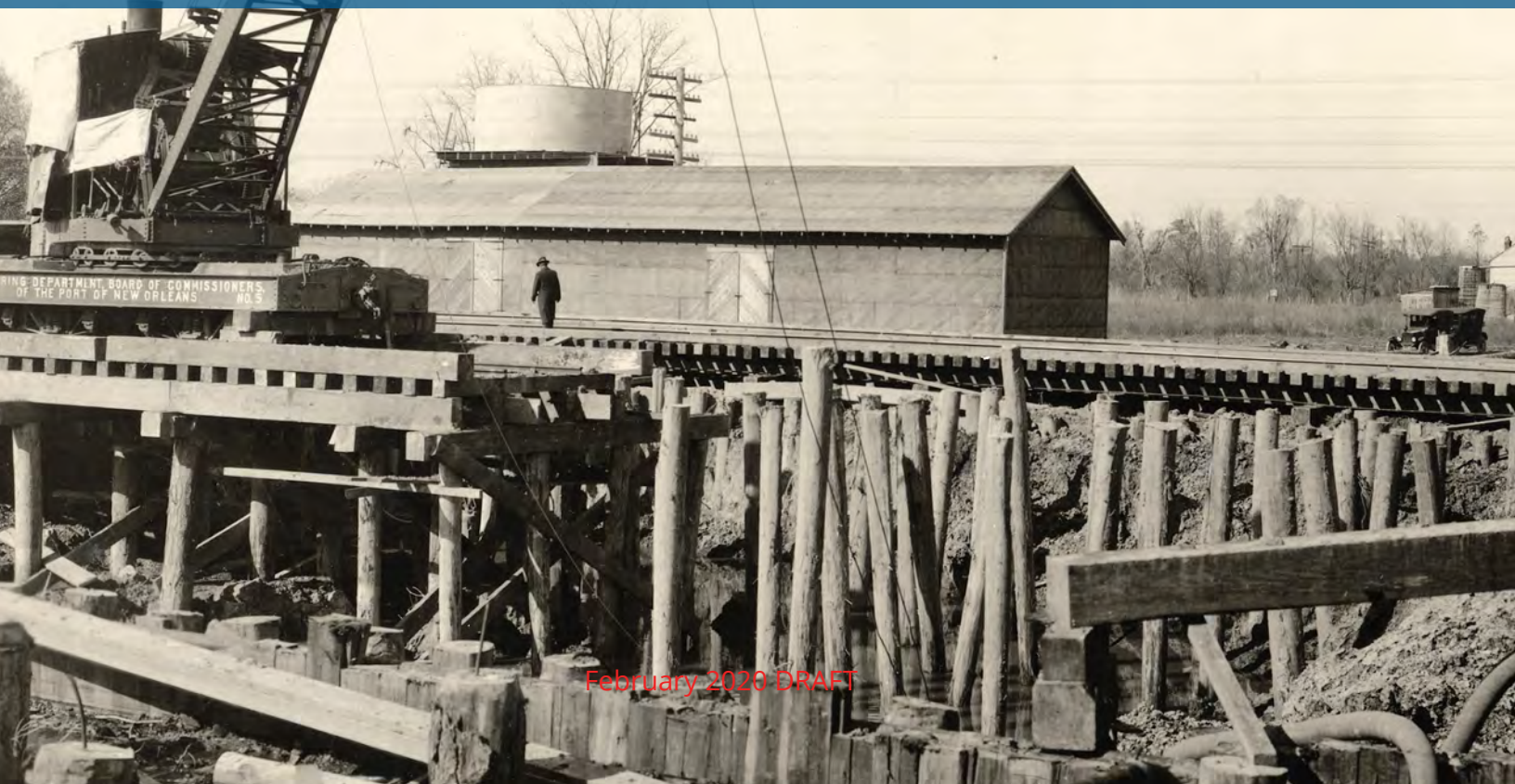
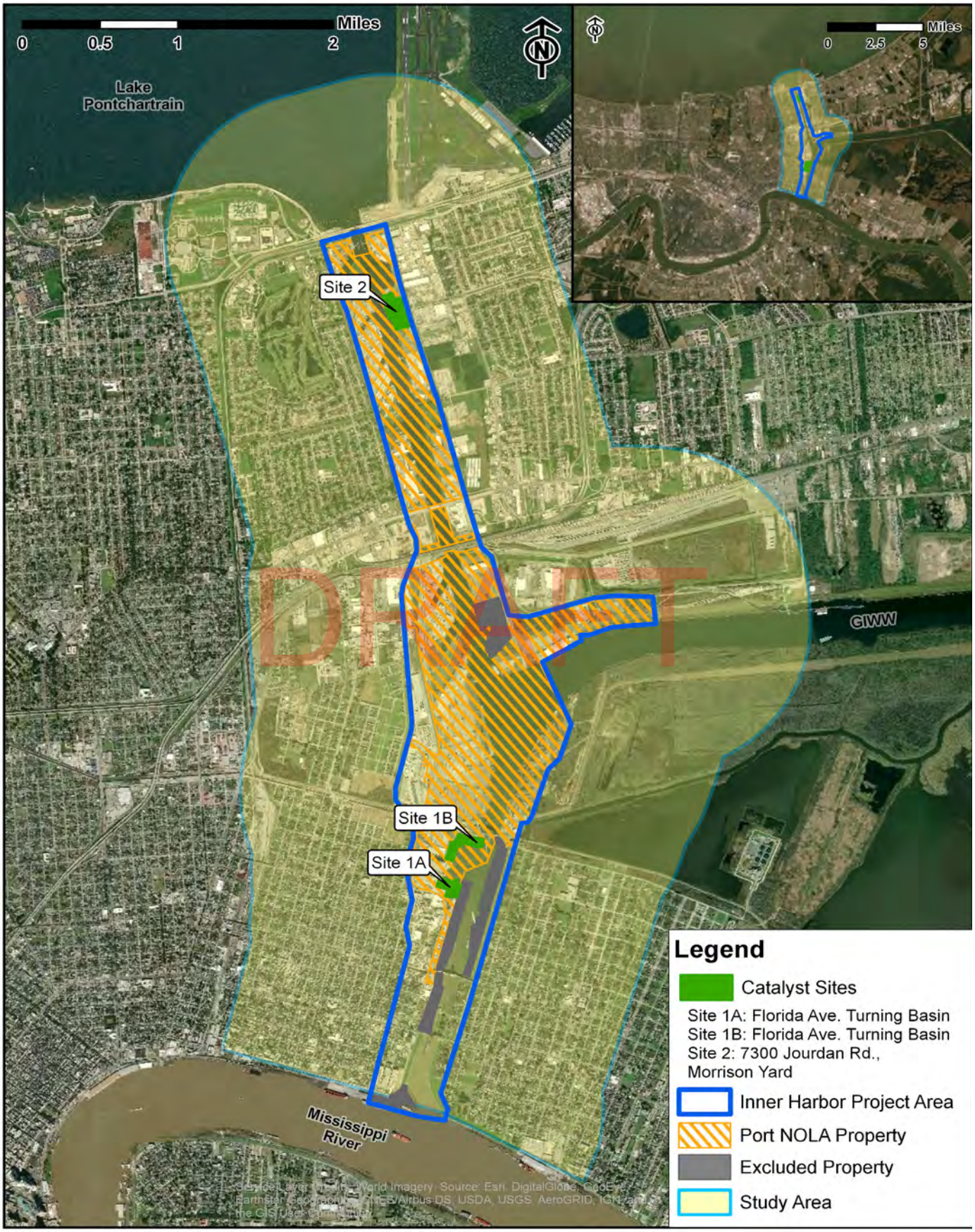


FIGURE 1.1 INNER HARBOR



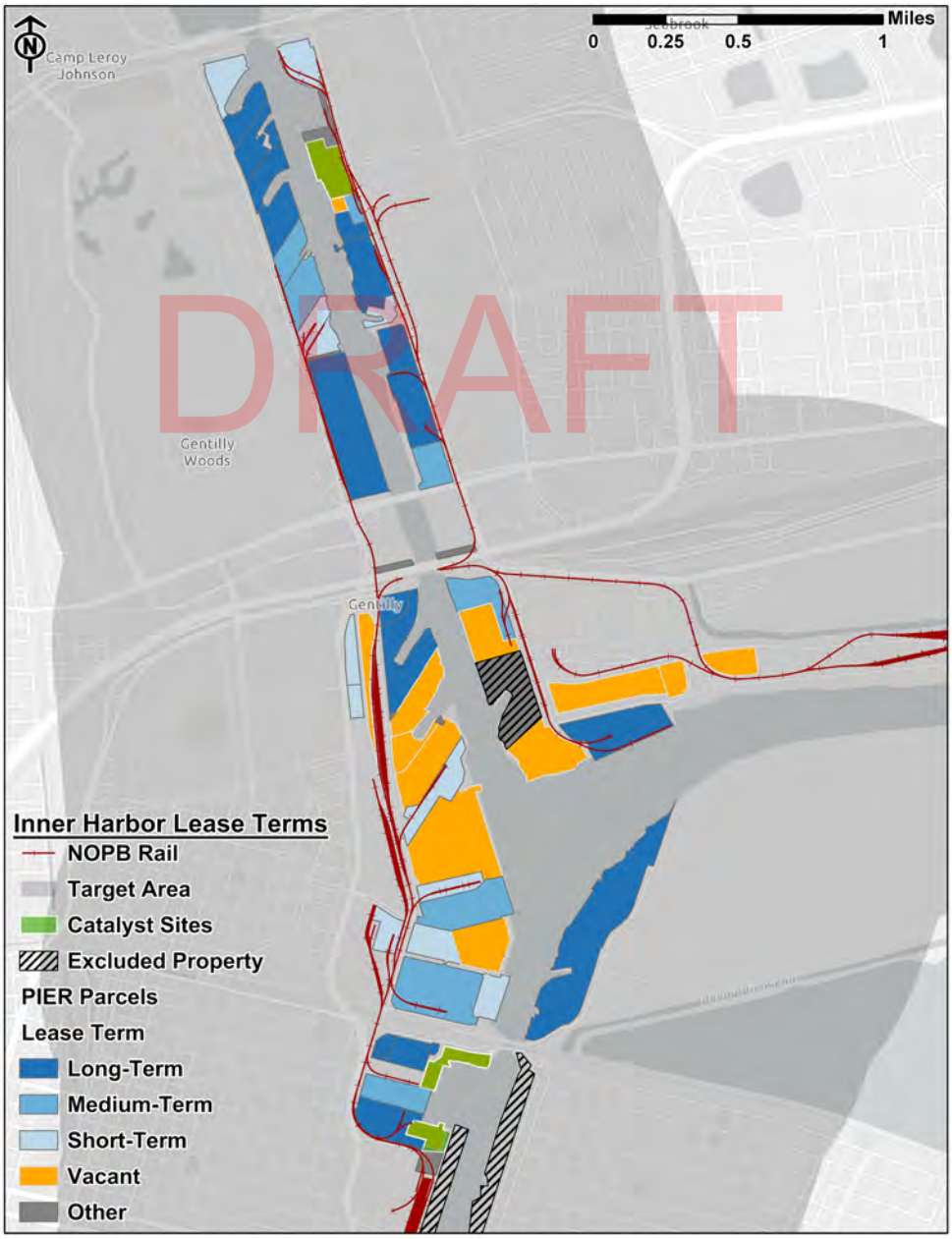
Data Sources: City of New Orleans Planning Commission, Port NOLA

PORT NOLA AS LANDLORD AND ECONOMIC CATALYST

Today the Inner Harbor consists of approximately 1,000 acres of Port-owned industrial real estate leased by the Port to private entities for a wide variety of maritime-dependent uses. Port leasing terms are diverse and depend on many factors, but as a whole consist of long-term agreements (some more than 30 years) with entities that support the Port's mission and legislative mandate of maximizing trade and commerce – see Figure 1.2 for a depiction of the length of lease terms.

It is the Port's responsibility to build, maintain, and manage public assets for the good of the State of Louisiana, and to implement the legislative mandate to maximize the flow of international trade and commerce. As an economic driver and catalyst for the region, the Port can attract and incentivize private investment in Port-owned properties by tenants and other operating entities.

FIGURE 1.2 PORT INNER HARBOR PROPERTY LEASE-TERMS AND VACANCIES (NOV. 2019)



PORT NOLA'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

The Port is committed to sustainable development and is making strategic investments in infrastructure to support economic growth while balancing the needs of industry stakeholders, our neighbors, and our natural resources. Port NOLA demonstrated its commitment to assessing and managing community impacts when it initiated the PIER Plan, with surrounding neighborhoods being part of the Study Area and represented in the stakeholder groups.

Port NOLA is also an active member of Green Marine, a voluntary environmental certification program for the North American maritime industry. Green Marine certification requires an independent audit of environmental impacts and programs, and provides a framework for continual improvement of our environmental performance and community engagement. The Green Marine Program encourages its participants to reduce their environmental footprint by taking concrete actions. To receive their certification, participants must benchmark their annual environmental performance; they also need to have their results verified by an accredited external verifier. Some recent examples of environmental improvements driven by Green Marine include adoption of a Board vehicle fleet anti-idling policy and installation of recycling receptacles throughout the Port's Cruise Terminals.

EPA BROWNFIELDS AREA-WIDE PLANNING GRANT

To achieve ambitious sustainability goals, the Port has secured several federal and state grants in recent years. One of which was received in 2017 from the U.S. Environmental Protection Agency (EPA) to conduct area-wide planning for lands along the Inner Harbor. This $200,000 planning grant is the source of funding for the PIER Plan and primarily funded the consultant team's assistance with the technical analysis and recommendations. EPA's Brownfields Area-Wide Planning (BF AWP) Program helps communities address local environmental and public health challenges related to brownfields, and benefit under-served or economically disadvantaged communities. Area-wide planning for brownfields encourages community involvement in site reuse and overall neighborhood revitalization decisions and directly influences brownfields site assessment and cleanup decisions.

Additionally, the Port, Regional Planning Commission (RPC), and EPA have dedicated additional funding for environmental assessments of Port and private properties along the Inner Harbor to help bring more vacant and underutilized property back into commerce.

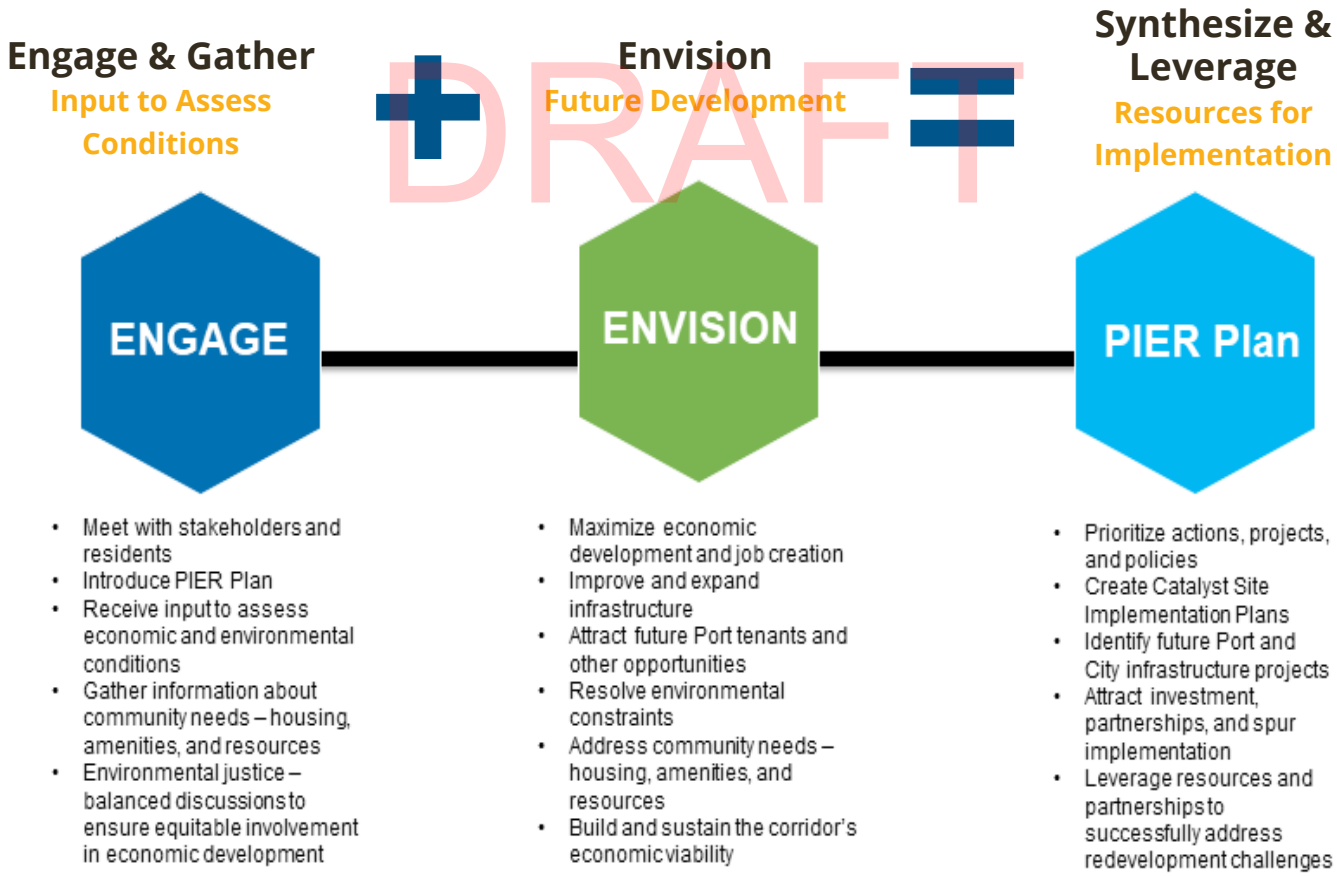
SUSTAINABLE DEVELOPMENT AT WORK: PORT NOLA'S CLEAN TRIP PROGRAM SUPPORTS LOCAL TRUCK OWNERS WITH GRANT FUNDS TO PURCHASE NEW, CLEANER ENGINE TRUCKS

PIER PLAN PURPOSE AND NEED

The Port's Strategic Master Plan outlined the market need for a regional, freight-based economic development approach to help retain and grow cargo movements, cargo-related jobs and economic output in the region. Changes in investment strategies, evolution of global shipping trends, and multiple natural disasters have left the Port's Inner Harbor in need of a new vision for revitalization. The PIER Plan helps answer that call.

The Port recognized early on that revitalization of the Inner Harbor cannot succeed in a vacuum. The EPA grant was an ideal fit because of its encouragement of broader stakeholder engagement. Engaging not just other public agencies and industry, but including neighboring communities in the process was a critical component of the planning approach (See Figure 1.3). The BF AWP grant also requires identification of potential *catalyst sites* (vacant, brownfield sites) that can help spur further economic development and job creation, and position the area to attract future Port tenants and other opportunities.

FIGURE 1.3 ECONOMIC REVITALIZATION APPROACH



PIER PLAN GOALS

Goals for the PIER Plan were established by the planning team with input from stakeholder groups early on in the planning process.

1. **Design and build catalyst projects** to drive investment in Inner Harbor infrastructure that supports the Port's economic mission and retains flexibility to meet future shipping and industry needs.

2. **Foster new opportunities in targeted sectors and develop strategic regional partnerships** to establish a pipeline for market and vision-aligned tenants.

3. **Remove barriers to redevelopment** through collaboration to assess and remediate potential contamination along the Inner Harbor and enhance access and mobility options.

4. **Leverage resources** from the City and other entities to engage surrounding communities and identify off-port development and workforce strategies to benefit the Port operators and neighboring stakeholders.

PIER PLAN STRUCTURE

The Port and City have been working to rehabilitate infrastructure and properties along the Inner Harbor and in neighboring communities. In order to craft a clear vision and strategies for Inner Harbor economic revitalization, the planning team made up of Port staff and consultants set out to separate the Inner Harbor assets into six Port subareas to help focus redevelopment efforts and prioritize limited resources to those areas or projects with the most potential to spur future investments. In the following chapters, this Plan will detail the economic, environmental, and community analysis; the planning process and broad approach to inclusive stakeholder engagement; a land use vision and recommendations for implementation; and a summary of intended design guidelines to shape the Inner Harbor's built environment.

CHAPTER 2
EXISTING CONDITIONS

The planning team gathered data and input from stakeholders to map existing infrastructure and access to the Inner Harbor, and to analyze economic, environmental, and community conditions. While revitalization efforts for the Port are focused on existing Port-owned properties, a one-mile radius drawn here outlines the "Study Area" which both influences and is impacted by the Port's Inner Harbor. The analysis provided in this chapter considers this the area of study.

EXISTING ACCESS AND MOBILITY

The 5.5 mile-long Inner Harbor District connects the Mississippi River to Lake Pontchartrain, and separates New Orleans East from the rest of the city, and the Lower Ninth Ward from the Upper Ninth Ward. Commodity movements and related value-add centers benefit from the composition and efficiencies of the Port's surrounding transportation networks, which currently consist of:

Direct connection to inland waterways

The Inner Harbor is connected to the Mississippi River, and access is given through a U.S. Army Corps of Engineers Lock. The Gulf Intracoastal Waterway (GIWW) is a 1,000-mile inland waterway used for shipping and runs from Carrabelle, Florida, to Brownsville, Texas.

The Port of New Orleans is America's most intermodal port. It is connected to major markets across the continent by the interstate highway system and is the only seaport in the U.S. served by six Class I rail lines, 50 ocean carriers, 16 barge lines, and 75 truck lines.

Direct connection to the New Orleans Public Belt Railroad (NOPB)

Port NOLA has access to six Class I railroads through the NOPB. The Union Pacific (UP) railroad on the west bank provides service to western U.S. markets, whereas the Canadian National (CN) and Kansas City Southern (KCS) railroads, both on the east bank, service the mid-continental U.S., Canada, and Mexico. Norfolk Southern Railway (NS), BNSF Railway and CSX Transportation are interchanged daily by the NOPB through the New Orleans gateway.

Interstate Highway Connectivity

Interstate 10, which runs through the Inner Harbor, connects Port NOLA to major U.S. markets and extends across the nation from the Atlantic Ocean to the Pacific Ocean.

Close proximity to airports

The New Orleans Louis Armstrong International Airport provides daily passenger and commercial air services to major airports throughout the U.S., Mexico, Europe, Central and South America, and Canada. The New Orleans Lakefront Airport serves General Aviation including private, corporate, military, and commercial air carrier aircraft with U.S. Customs and Agriculture services available 24 hours a day.

Marine Access

Movements to and from the East use the Gulf Intracoastal Waterway (GIWW) for access to other states, the Gulf, and the ocean. Movements to and from the west necessitate use of the Inner Harbor Lock, operated by the U.S. Army Corps of Engineers (USACE). The lock connects the canal to the Mississippi River. Built in the 1920's, the lock is shorter and narrower than most modern locks in the Mississippi River system. At 640 feet in length, 75 feet in width, and a draft of 31.5 feet, the lock is restrictive to marine traffic. The USACE intends to replace the existing lock. The new lock, as currently proposed by the USACE, would allow for vessels 1,200 feet long, 110 feet wide, and 31.5 feet deep. As of 2013, the Port is no longer a project sponsor for the lock replacement. The PIER Plan project is independent of the lock project, and assumes a status quo scenario (no lock replacement in the near future). In addition to lock dimension restrictions, there are also many bridges that span the Inner Harbor District, which may restrict vessel traffic due to air draft clearance in the event of a lock upgrade. The bridges include those owned by Port NOLA: Seabrook Bridge, Seabrook Railroad Bridge, Almonaster Avenue Bridge, Florida Avenue Bridge, and the St. Claude Avenue Bridge; and those bridges owned by the Louisiana Department of Transportation and Development (LaDOTD): Danziger Bridge, I-10 High Rise Bridge, and the Claiborne Avenue Bridge.

The Inner Harbor is not deep-draft accessible. Often, the vessel size can also be associated with types of cargoes and the origin/destination. For example, barges and small vessels will not be sent overseas to Asia, and instead would need to be destined for a transloading hub, or regional destination. This makes time-sensitive cargoes cost-prohibitive for these types of vessels, and thus the Inner Harbor.

FIGURE 2.1 INNER HARBOR BRIDGES

Name	Operated/ Maintained By	Bridge Design	Carries	Lanes	Year Completed
Seabrook Bridge	Port of New Orleans	Bascule	Leon C. Simon Dr. and Rail	4	1920
Danziger Bridge	LaDOTD	Vertical Lift	US 90 Chef Menteur Hwy.	7	1987
High Rise	LaDOTD	High Rise	I-10	6	1966
Almonaster	Port of New Orleans	Bascule	Almonaster Ave. (closed) and Rail	0	1919
Florida Ave. Bridge	Port of New Orleans	Vertical Lift	Florida Ave. & Rail	2 & 1	1920
Claiborne Ave. Bridge	LaDOTD	Vertical Lift	LA 39 N. Claiborne Ave.	4	1957
St. Claude Ave. Bridge	Port of New Orleans	Bascule	LA 46 St. Claude Ave.	4	1920's

Rail Access

Railroad access is a critical enabler of maritime industrial development and the Inner Harbor is very well positioned to capitalize on the New Orleans gateway. The Port of New Orleans' 2018 landmark acquisition of the New Orleans Public Belt (NOPB) railroad strengthened connections with six Class I railroads (Figure 2.2), more than other comparable southern cities such as Miami, Houston, Gulfport, or Charleston. These railroads serve all of North America with a network of over 130,000 miles, increasing foreign and domestic market access for the Inner Harbor District. Of the Inner Harbor properties, all but those on the very north of France Road by the lake are rail accessible.

NOPB operates three Railyards in the Inner Harbor:

- France Yard
- Claiborne Yard
- Bulk South Yard

Additionally, Pauline Yard is located about one mile south along the Mississippi River and is sometimes used to support NOPB operations in the Inner Harbor.

The railcar capacity that France Yard, Claiborne Yard, Bulk South Yard and Pauline Yard represents 41% of the total capacity of NOPB Yards and siding tracks. It is used for two purposes: 1) to support the transportation of railcars to and from Inner Harbor industrial lease sites 2) to support NOPB storage customers, some of whom are Inner Harbor occupants and some of whom are third-party storage customers generally located within the metro New Orleans area.

"The Port of New Orleans offers some very unique capabilities that aren't available at all ports. Because of all the Class I rail, it's a great place for us to export flexi-tanks out to people far away who weren't able to use them before."

Chris White, President, Braid Logistics North America

FIGURE 2.2 RAIL ACCESS SUMMARY

Railway	Abbreviation	National Track Miles	Markets Served	NOPB Interchanges
BNSF Railway	BNSF	32,000	Western U.S. and 2 Canadian provinces	Daily
Union Pacific Railroad	UP	32,000	Western and Rocky Mtns of U.S. and Mexico	Daily
Canadian National Railway	CN	19,000	Midwest and all of Canada	Twice Daily
Kansas City Southern Railway	KCS	6,000	Southeast, Midwest, and Mexico	Daily
CSX Transportation	CSX	22,000	Northeast, Southeast, and Midwest	Daily
Norfolk Southern Railway	NS	21,000	Northeast, Southeast, and Midwest	Daily

Roadway Access

The Inner Harbor is well served by highways and interstates to accommodate commercial truck traffic. Both I-10 and I-90 provide direct access to the study area. The following truck routes are all within a 30-minute drive serving the greater New Orleans region.

- **Interstate 10** - Access east/west of New Orleans
- **Interstate 59** - Access to the northeast of the city
- **Interstate 55** - Access due north of the New Orleans region
- **US Highway 90** - Alternate access east/west from New Orleans

Connected to major inland markets and Canada via 14,500 miles of waterways, six Class I railroads, and the interstate highway system, the Port is the ideal gateway for containerized and breakbulk cargo including steel, coffee, natural rubber, plastic resins, agricultural products, manufactured goods, and more.

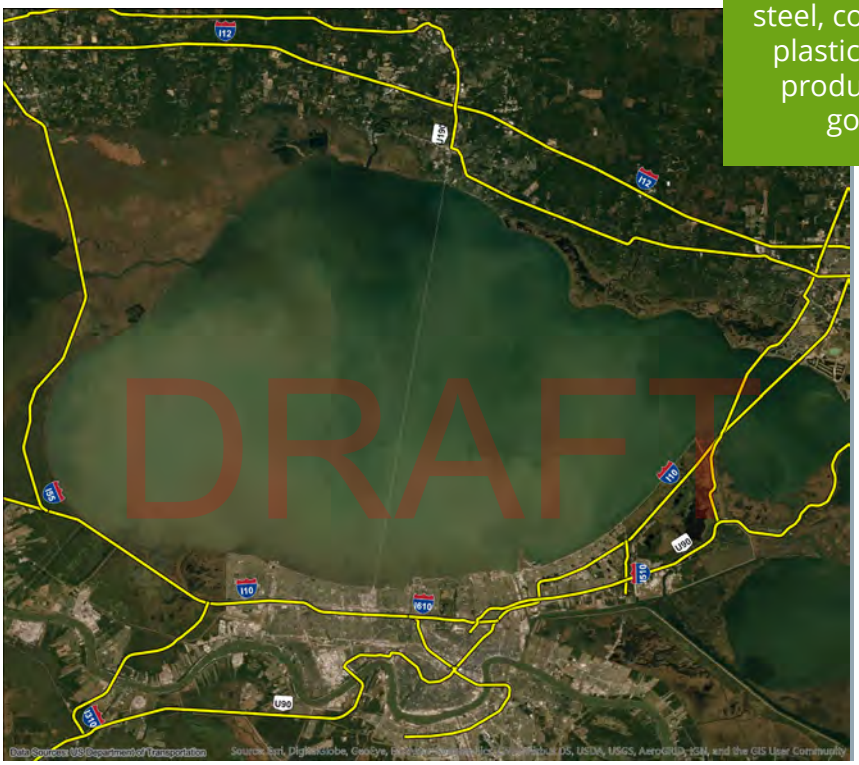


FIGURE 2.3 HIGHWAY ACCESS AND BRIDGE CROSSINGS

Transit Access

American Community Survey (ACS) data from 2016 show that 12% of the workers in the PIER Plan Study Area do not have access to a motor vehicle, which is nearly 3% higher than the share for Orleans Parish. As illustrated by the employment opportunity access study performed by RIDE New Orleans, for residents in the Study Area automobile access is directly associated with job access. This data point, combined with the relatively small number and share of residents living and working in the area, illustrates a need for greater employment opportunities within the Study Area.

Public transit in the Study Area is exclusively New Orleans Regional Transit Authority (RTA) bus service. Two buffers around the catalyst sites, quarter mile and half mile, represent reasonable walking distances to and from transit. Of the 10 bus lines that pass through the PIER Plan Study Area, only two have stops within a quarter mile of a catalyst site, and three have stops within a half mile.

ECONOMIC CONDITIONS

To help Port NOLA continue to grow the regional freight-based economy and identify ideal future tenants, an analysis of the top industries of the surrounding region was completed and compared with potential appropriate uses of existing Port property. The combined analysis produced a list of 23 suitable industries that would be most compatible with existing Port properties (Figure 2.4). The available Port sites are easily accessible by interstate highway, rail, water, and major air transportation. In addition, the surrounding area offers a large population that would benefit from employment growth. These favorable conditions indicate high potential for properties to rejoin the production and supply chain present in the region. Another potential pathway to growth focuses on providing value-added services, by manufacturing products using materials already shipped through the Port's cargo terminals.

ANALYSIS OF INNER HARBOR COMPATIBLE INDUSTRIES

To reach the list of 23 compatible industries suitable for development on Port property (Figure 2.5), a growth rate analysis and a location quotient analysis were performed. The growth rate analysis began with 100 industries, categorized by their North American Industry Classification System (NAICS) code. From there, the 92 industries active in Louisiana were narrowed down to 50 based upon regional employment trends via a location quotient. The location quotient was calculated by dividing the ratio of industry employees in the nation by the ratio of industry employees in the geographic area in and around New Orleans, including the state of Louisiana. As a result, a location quotient that is >1 implies that there is a higher concentration of employees in a geographic area compared to the national average, a location quotient of 1 implies that the concentration is equal to the national average, and a location quotient <1 implies that there is a lower concentration. To be considered an Inner Harbor Compatible Industry, the industry must have positive growth in both employment and location quotient. In the final analysis, the remaining industries were qualitatively checked for how appropriate they were for development in the Inner Harbor.

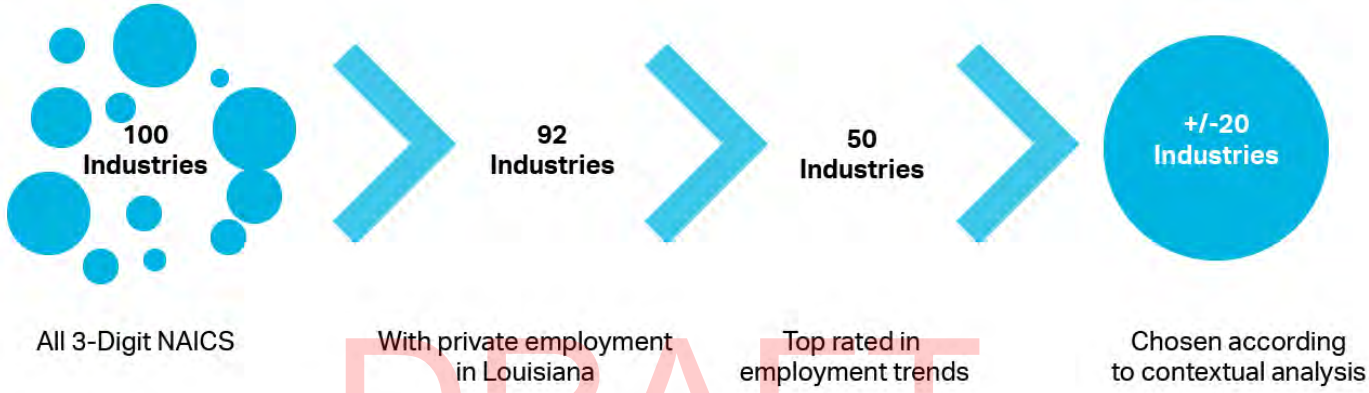
FIGURE 2.4

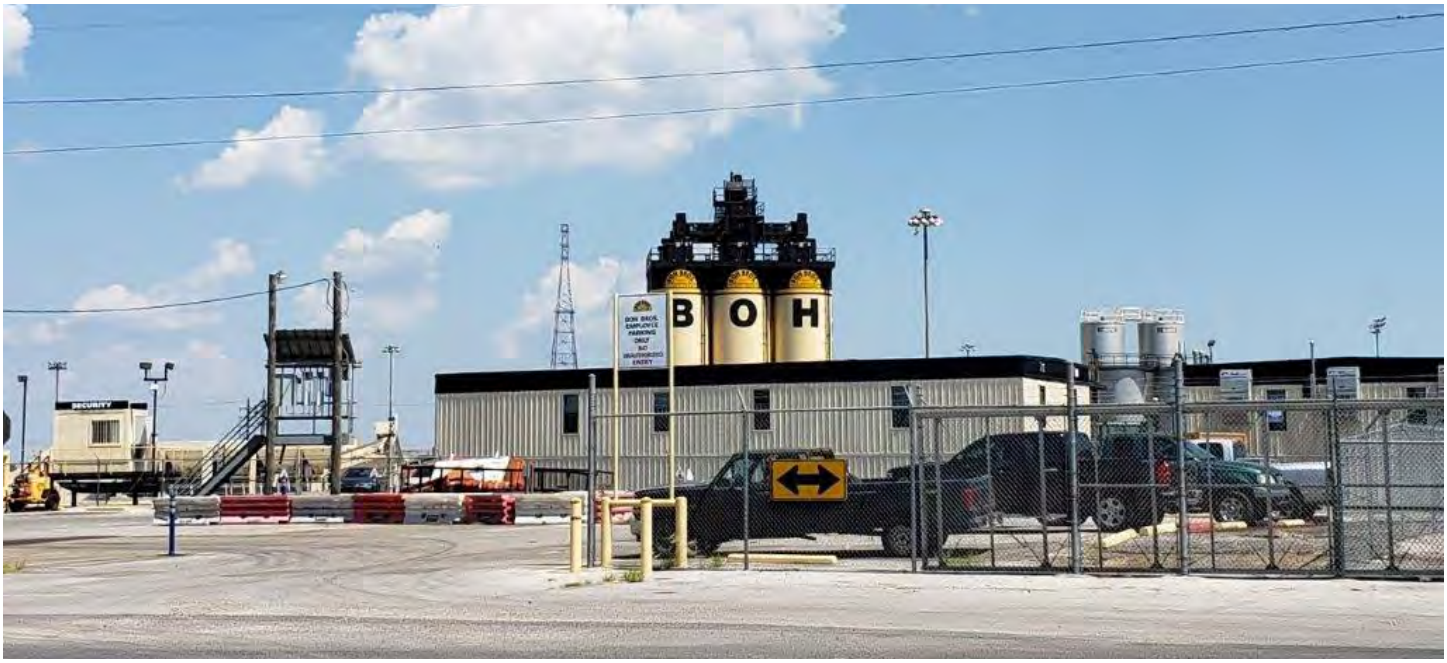
Inner Harbor Compatible Industries
Construction
Construction of buildings
Heavy and civil engineering construction
Specialty trade contractors
Agriculture and Food
Food manufacturing
Manufacturing
Beverage and tobacco product manufacturing
Textile product mills
Wood product manufacturing
Plastics and rubber products manufacturing
Primary metal manufacturing
Fabricated metal product manufacturing
Computer and electronic product manufacturing
Transportation equipment manufacturing
Wholesale and Retail Goods
Merchant wholesalers, durable goods
Motor vehicles and parts dealers
Electronics and appliance stores
Building material and garden supply stores
Logistics
Water transportation
Support activities for transportation
Warehousing and storage
Miscellaneous
Motion picture and sound recording industries
Waste management and remediation services

KEY FINDINGS

The Port of New Orleans' Inner Harbor Industrial property is becoming a vibrant center of marine commerce, local employment, and innovation. With direct access to railroads, Interstate highways, and shipping channels, the corridor serves a critical support function for the Port's operations. The Port will cultivate continued economic growth, using this PIER Plan as a guide. The Port will continue to work with area partners, the City of New Orleans, and RPC to align objectives. Together with workforce development organizations, these entities will look for partnership with business incubators, develop an anchor institution partnership (perhaps a local university or community college), and could establish a redevelopment authority/partner with a community development corporation to support investments in the area.

FIGURE 2.5 INNER HARBOR INDUSTRIES ANALYSIS





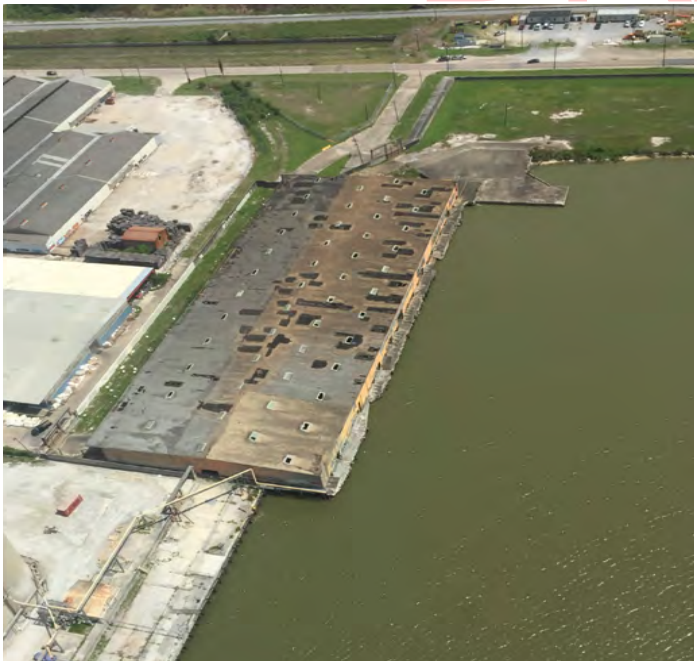
PORT NOLA TENANT BOH BROS. CONSTRUCTION

ENVIRONMENTAL CONDITIONS

The planning effort includes cataloging what is known about Inner Harbor properties and prioritizing the use of Port and other resources to facilitate new development. One element of this is an assessment of previous and any existing environmental conditions as well as programming clean-up mitigation if needed. Project funding is provided by the U.S. Environmental Protection Agency Brownfields Area-Wide Planning grant program.

The term "brownfield site" is used to refer to any property the redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance or pollutant. The official definition is found in Public Law 107-118 (H.R. 2869), the "Small Business Liability Relief and Brownfields Revitalization Act." There are more than 450,000 brownfields in the U.S., some of which may have serious contaminants with costly clean-up requirements. Based on knowledge of past industrial uses on Inner Harbor properties, very limited environmental contamination is suspected to be present on many parcels, and may be remediated with relatively straight forward cleanup. An example of this is the removal of a structure containing asbestos or excavation of contaminated soils.

This project is utilizing EPA funding to plan for redevelopment of brownfield sites, and leveraging funds from the Regional Planning Commission's coalition grant for assessment (also from EPA), to conduct environmental site assessments. The Port's goal with these assessments is to identify any existing issues and work with the Louisiana Department of Environmental Quality to remediate and gain clearance for future development. Those assessments are ongoing.



FLORIDA AVENUE WHARF CATALYST SITE

MORRISON YARD CATALYST SITE

CATALYST SITES

Catalyst sites were identified early on in the project during the grant proposal process to focus and prioritize environmental investigations in order to get them shovel-ready for development. All three catalyst sites described here are in close proximity to many other industrial operations that could provide positive synergies for freight-based development, with easy access to water, rail, and highway transportation.

Catalyst Sites 1A and 1B: 4501 North Miro Street and 4500 Florida Avenue; Florida Avenue Turning Basin

These two sites are grouped together as 1A & 1B around the Florida Avenue Turning Basin, 14.7 acres total. Site 1A is the southern portion at 4501 North Miro Street and is 6.4 acres. Since the property was first developed in 1924, it has been used for storage, fabrication, and distribution of steel products. The site has been vacant since 2005. In 2017, the Port conducted a hazard survey and demolished the structure which had deteriorated to a neglected state. This site is uniquely valuable because it has water docking access, while the majority of the property is flood protected.

CATALYST SITE 1A AND 1B

The Florida Avenue Wharf, Marshalling Yard, and Shed comprise site 1B at 4500 Florida Avenue and is 8.3 acres total. Built in 1946, this facility operated as a breakbulk facility until it was taken out of service in the mid-late 1990s. Among other possible operations, this site was used for shipping and storage activities. In addition to a concrete wharf, the site contains a steel frame and sheet metal warehouse which is approximately 86,400 square feet. The wharf and building were heavily damaged during Hurricane Katrina and remain in disrepair. A 2009 property appraisal noted that the building is unusable in its current condition and will have to be demolished and/or rebuilt.

CATALYST SITE 1A AND 1B

Catalyst Site 2: 7300 Jourdan Road; Morrison Yard

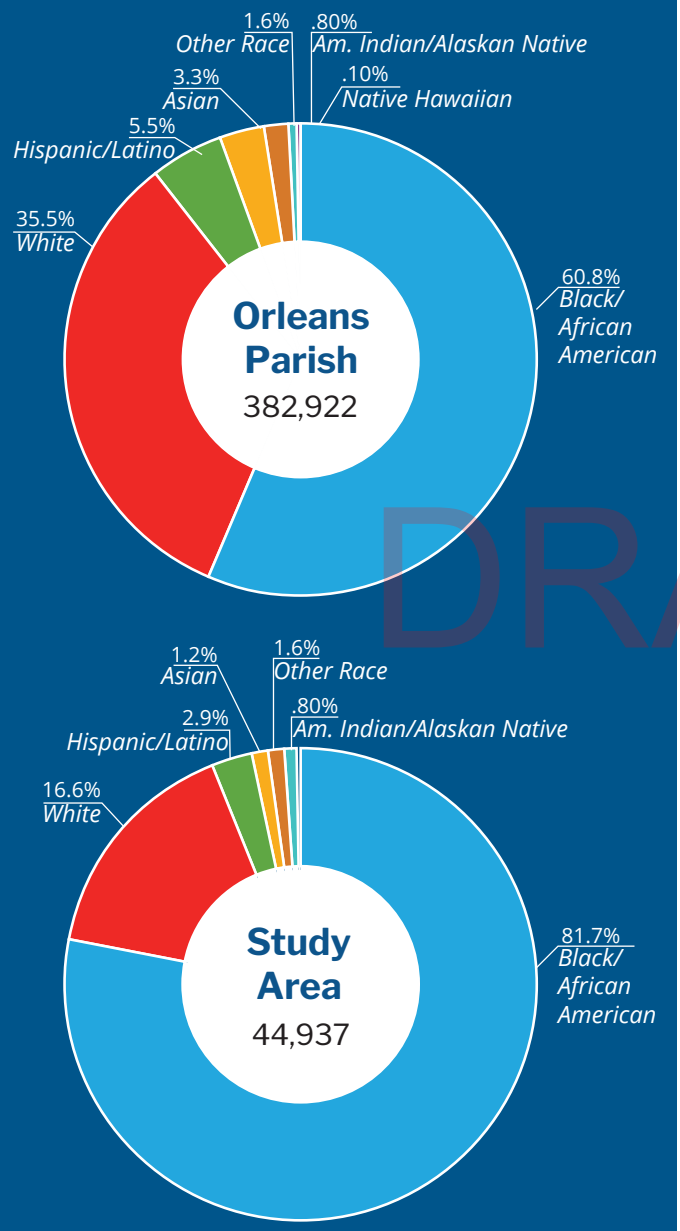
Catalyst Site 2, also known as Morrison Yard, is 18.2 acres. In the mid-1980s the site was occupied by breakbulk carriers, followed by a facilities maintenance yard until September 2005. Most recently it was used for a staging site for sandblasting and repainting nearby floodgates. It was also an emergency debris staging site following the February 2017 tornado that touched down in New Orleans East.

This property is a cleared industrial property with adjacent rail, berthing on the IHNC, and nearby access to Interstate 10. Six warehouses of various sizes were demolished by the Port in 2015 in an effort to bring the property back into commerce.

CATALYST SITE 2

CATALYST SITE 2

FIGURE 2.6 POPULATION ANALYSIS



Source: U.S. Census 2016 ACS Estimates, DP05

COMMUNITY CONDITIONS

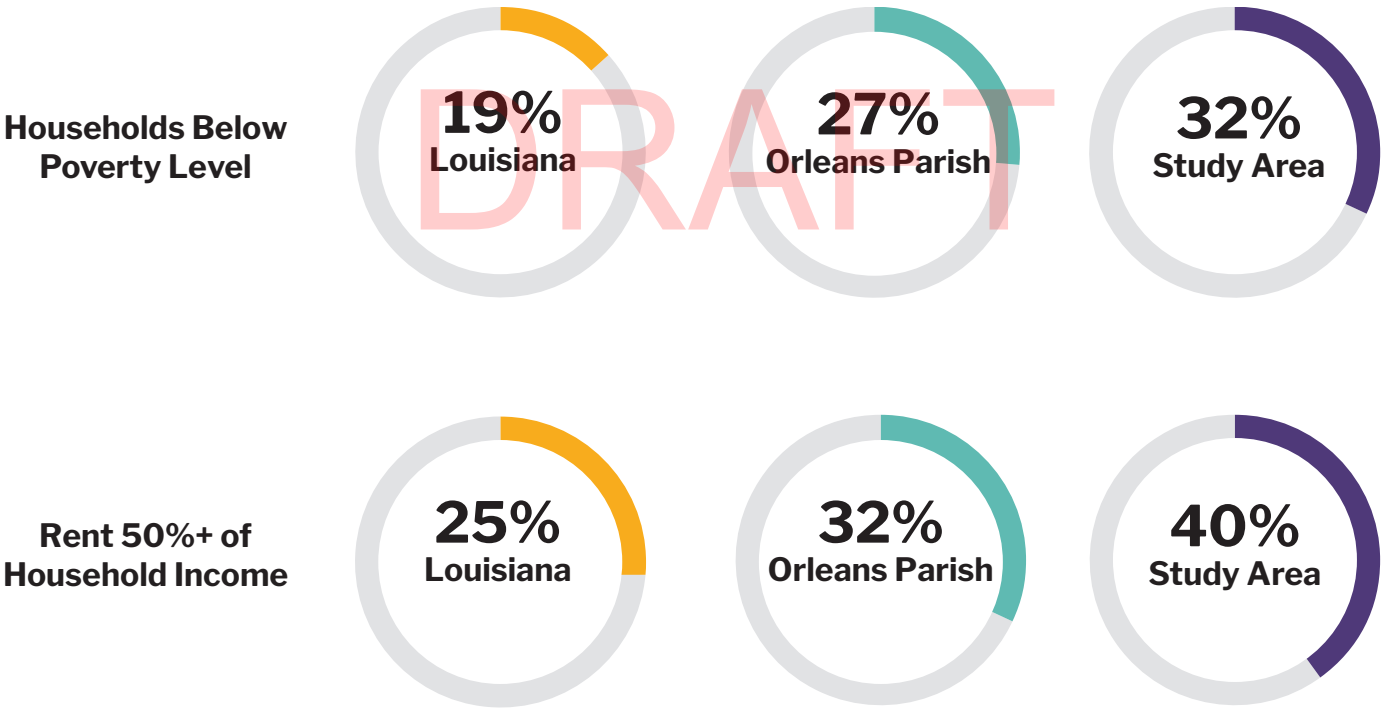
The PIER Plan Study Area was defined for this analysis as an area within a one-mile radius of the Inner Harbor. This area encompasses all or part of 24 census tracts and includes more than 20 self-identified neighborhood groups.

The total population of the Study Area is 44,937, accounting for about 11% of the Orleans Parish total population (382,922). When broken down by race, the Study Area has a larger share of African American residents.

Orleans Parish population is 60% African American and the Study Area population is about 82% African American, or 36,734 residents. Just over one-third of the Orleans Parish population is white compared with 16% of the Study Area population. Just over 5% of the Orleans Parish population identifies as Hispanic or Latino compared with fewer than 3% of the Study Area population. The percentages of Native American, Asian, and Native Hawaiian and Other Pacific Islanders are comparable with Orleans Parish as a whole.

The Study Area has a higher share of households below the poverty line according to the U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates (S1701, B25070): 32% of households in the PIER Plan Study Area are below the poverty line, compared to 27% at the parish level and 19% at the state level. Further, 40% of the households in the Study Area are severely cost burdened by rents 50% or more of household income compared to 32% in Orleans Parish and 25% statewide.

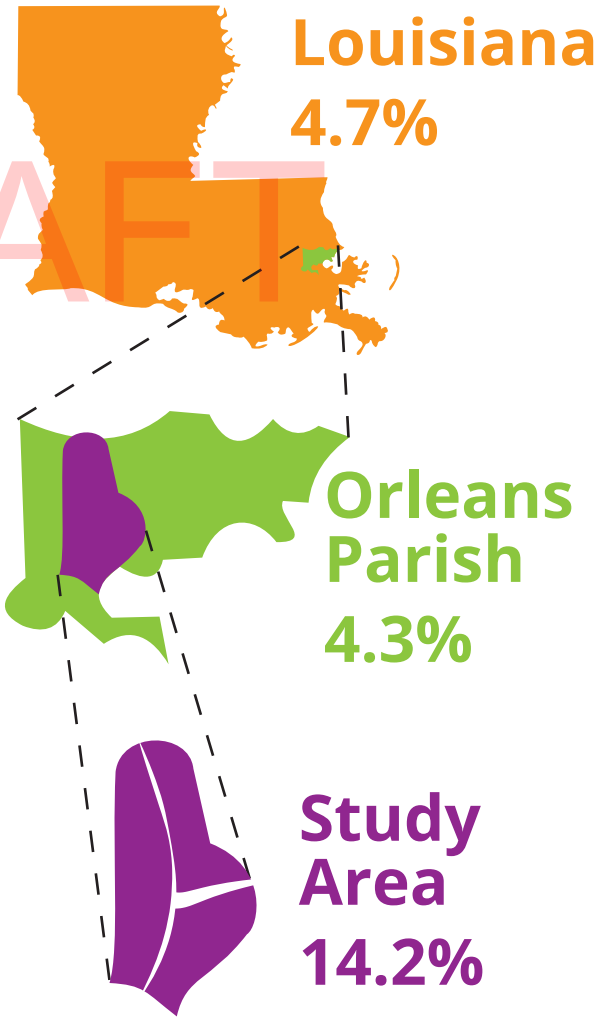
FIGURE 2.7 HOUSEHOLD POVERTY AND RENT AS % OF INCOME



Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates (S1701, B25070)

Labor data from the Bureau of Labor Statistics (BLS) shows that Orleans Parish is performing better than the state of Louisiana but not as well as the regional average in terms of unemployment and labor force growth, shown in Figure 2.8. BLS data show Orleans Parish has a 4.3% unemployment rate – which is better than the state but just a bit higher than the Metropolitan Statistical Area (MSA) average.

FIGURE 2.8 UNEMPLOYMENT RATE COMPARISON



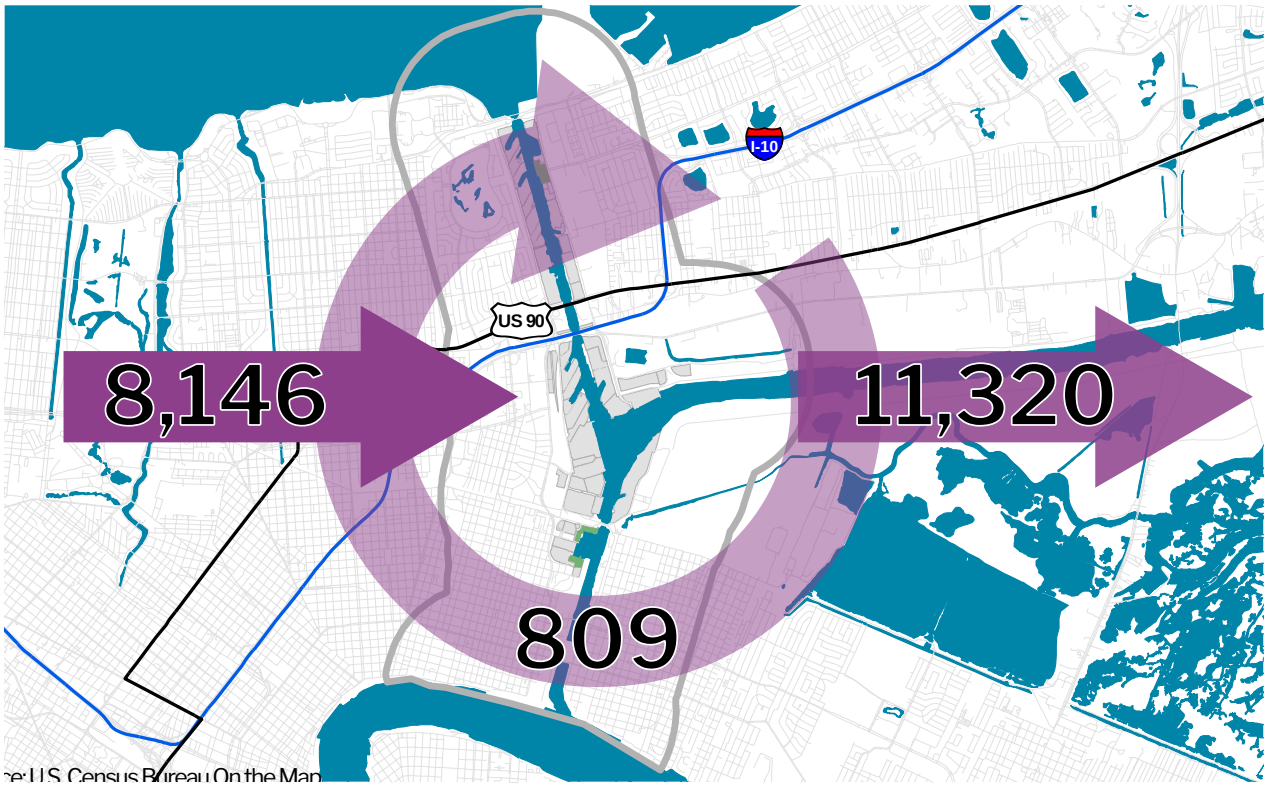
Source: Bureau of Labor Statistics

Data from the U.S. Census On the Map web application (Figure 2.9) show that the PIER Plan Study Area brings in around 8,100 workers each day, while around 11,320 workers, about 80% of the Study Area employed population, commute to jobs outside the area. This leaves around 800 residents both living and working within the analyzed boundary. The result is a net outflow of 3,174 workers, around 20% the workforce from the Study Area, whereas Orleans Parish imports a roughly similar proportion of workers.

The data show that the nine Study Area neighborhoods surrounding the Inner Harbor are economically and socially disadvantaged as compared to city, state and U.S. averages. In the Lower Ninth Ward, 14.7% unemployment is nearly three times the state average. The national poverty rate is 15.6%, and is double that in Study Area neighborhoods at 32%, increasing to 40% in Pines Village, and 60% in the Desire neighborhood. Real median household incomes in most Study Area neighborhoods have dropped based on U.S. Census data from 2000 to the most recent ACS data. Pines Village in New Orleans East has seen a 40% decrease in average household income, reported as $59,643 in 2000, is now down to $35,792, based on 2014 dollars. Additionally, significantly high rates of residents over age 25 have not completed high school in the Study Area neighborhoods; about 24% as compared to 11.6% nationally.

Disparities may be attributable to historical segregation and lack of economic opportunities and access to quality education in these neighborhoods where black, minority populations are well over double U.S. rates: approximately 80% versus 37% nationally.

FIGURE 2.9 NET STUDY AREA WORKERS



CONCLUSIONS AND KEY FINDINGS

The Port acknowledges that the neighborhoods surrounding the Inner Harbor are high-poverty, vulnerable populations often left out of planning and development decisions. Throughout the PIER Plan planning processes the community was consistently engaged with the goal of aligning the Port's future development with stated community needs.

The projected growth in the maritime industry will contribute to development and growth in the Inner Harbor and increase employment opportunity for the surrounding neighborhoods. The Port's initiated brownfields site reuse in the Inner Harbor will also bolster the local economy and is closely aligned with the mission of the Port to increase commerce and create jobs. The partnerships brought together for this PIER Plan will continue to assess and clean up brownfields both on Port property and in surrounding neighborhoods.

The Port is committed to working cooperatively with the neighborhoods surrounding the Inner Harbor to ensure compatible development is a part of the PIER Plan and used to align and prioritize resources for job training and development. The Port and its key partners considered these factors in the stakeholder and planning process detailed in the next chapter.

The Port and project team recognize and will continue to consider the following factors that shape the community context:

- Strong neighborhood cohesion.
- Strong partners (in the neighborhoods and their official organizations).
- The rich diversity of the area is unique and important.
- Mobility challenges should be addressed in order to connect Study Area residents with Port jobs.
- Numerous developable properties nearby, so that uses identified during the PIER Plan process, but not appropriate for waterfront industrial land, can still be sited and eventually serve the local demand for grocers, affordable housing, and more.

Challenges

Strengths

Taken together, these data indicate that the Study Area population is underemployed and consists of mainly minority low-income families — an area where an influx of quality jobs, such as what is being proposed by the PIER Plan, could have a significant, positive impact.

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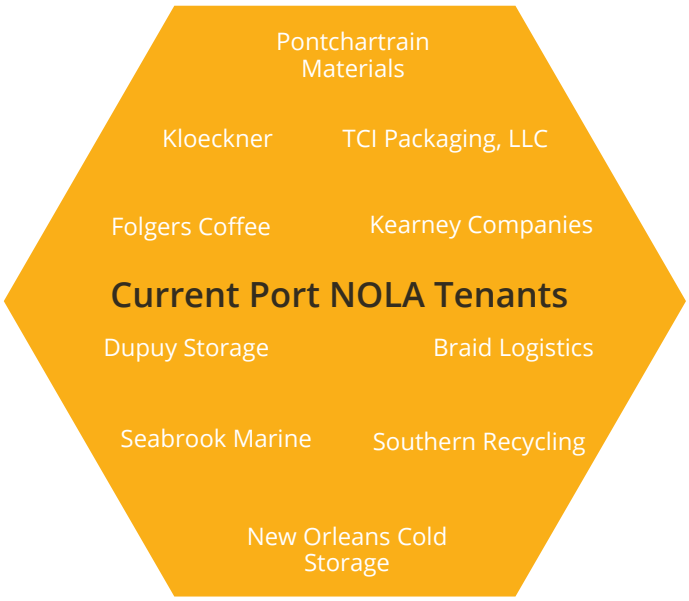
CHAPTER 3
PLANNING & ENGAGEMENT

While driven by Port NOLA's mission and informed by best practices in port development and urban planning, revitalizing the Inner Harbor and the broader Study Area cannot be accomplished without involving a diverse range of stakeholders to gather and share information collectively, and their support for the plan's implementation. Recognizing the importance of public involvement and support, Port NOLA's primary objective in the engagement process has been to bring industry, community, and government stakeholders onboard as hands-on, strategic partners.

The stakeholders' collective knowledge and perspectives of economic, community, and environmental conditions, both past and present, makes them an invaluable asset to the planning process. The planning team created an inclusive process for gathering input by establishing a Stakeholder Panel and hosting two series of meetings — first, to gather ideas as we developed a meaningful vision, and then later in the process to help shape implementation strategies and present early plan concepts.

The inclusionary and transparent planning process has resulted in stronger and more trusted relationships with industry partners, public agencies, and nearby City of New Orleans residents.



STAKEHOLDER PANEL

An engaged and representative Stakeholder Panel was fundamental in guiding the planning team and contributing data, insights, and validation about direction along the way. Diversity in sectors and geographies were critical to ensuring broad perspective. The panel consists of the City of New Orleans, other public agencies, economic development organizations, Port NOLA tenants, and nearby residents who are impacted positively or negatively by current conditions and future opportunity along the Inner Harbor.

Participants on the panel were identified as part of a broader stakeholder mapping exercise. Individuals representing the many organizations who participated in the Stakeholder Panel met four times in person over the course of the project. Included with the plan's economic and land use vision is the Port's commitment to address environmental justice challenges through meaningful involvement of residents so issues, concerns, and needs unique to their community can be heard and resolved or mitigated if possible.

VISIONING FORUMS

Information gathered from a wide variety of stakeholders during a series of meetings and workshops formulated a vision for the future of the Inner Harbor.

During the autumn and winter of 2018, the Port and its Key Partners including the City, the Regional Planning Commission, and Department of Environmental Quality facilitated four Community Visioning events to provide relevant information about the geographic area, the initial vision, the PIER Plan direction, and to invite feedback from the public.

FIGURE 3.1 VISIONING FORUMS

City Neighborhood Leaders Meeting - September 22, 2018

After PIER Plan introduction and sharing the Plan's vision through maps and promotional materials, neighborhood leaders engaged in feedback by answering the question, "How can redevelopment in this corridor benefit or impact you?"

Port NOLA Open House - October 30, 2018

Attendees from all sectors stated their comments and concerns in the categories of Environmental Resources, Economic Opportunities, Port Development, and Quality of Life and had the opportunity to meet one on one with Key Partners to discuss opportunities and issues.

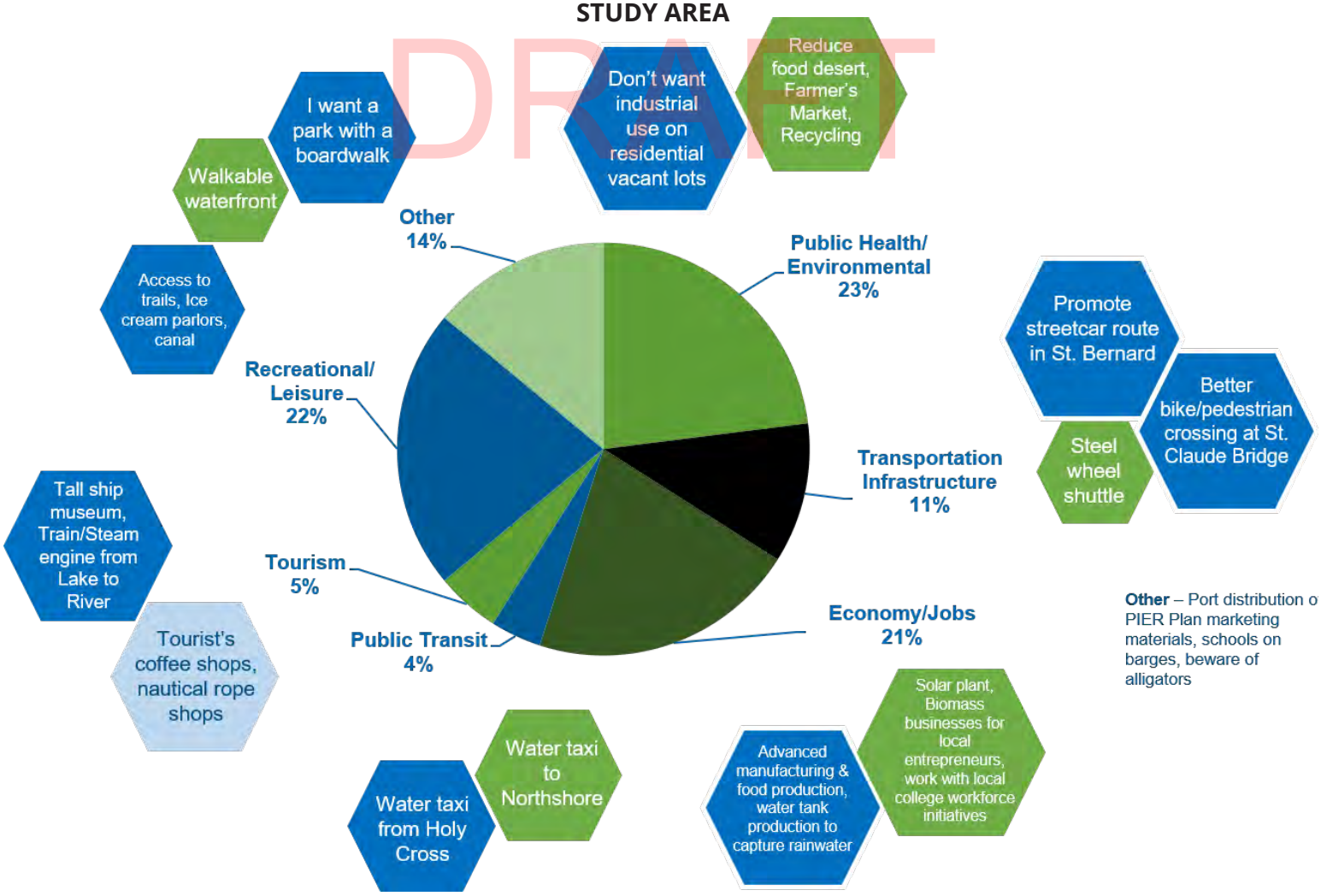
City of New Orleans' Neighborhood Summit Resource Fair - November 10, 2018

Attendees, mostly city residents and neighborhood leaders, contributed to the Plan's vision by submitting comments, suggestions, ideas, and concerns regarding the project.

Greater New Orleans (GNO) Inc. Economic Development Roundtable - December 12, 2018

Representatives of GNO Inc.'s Southeast Louisiana 10-parish alliance of business and government agencies provided feedback and ideas to support redevelopment of the Inner Harbor.

FIGURE 3.2 COMMUNITY INPUT INFORMS PORT'S INNER HARBOR VISION + CITY'S OPPORTUNITIES IN STUDY AREA



PLANNING FORUMS

After gathering data, feedback, and vision concepts, the planning team worked several months to put some of that data and vision to work. In the second half of 2019, the planning team held a series of planning and prioritization meetings to present initial concepts for the vision and strategies for moving the Inner Harbor forward.

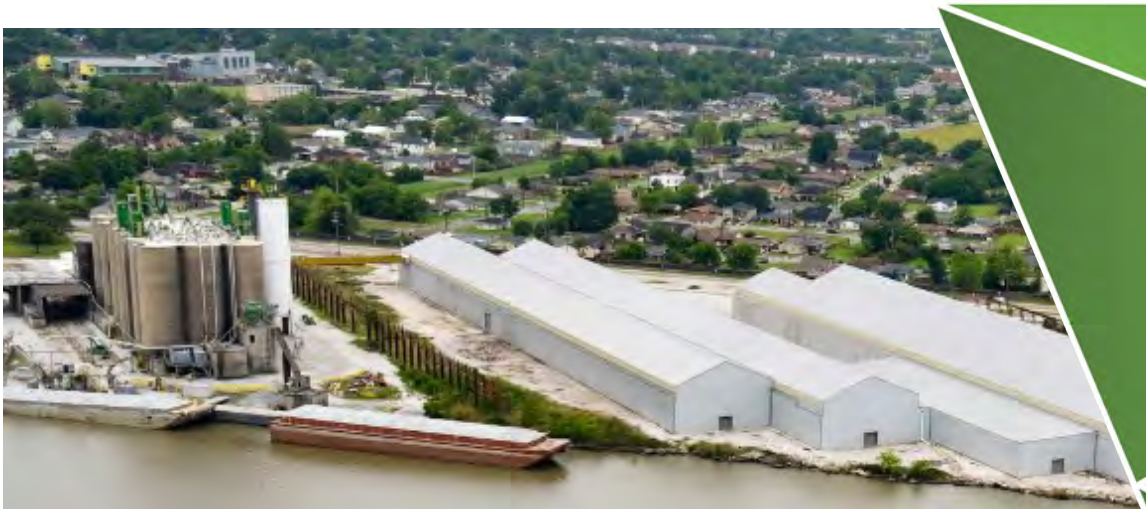
Over the course of several months, the planning team held discussions and briefings with the City Planning Commission, Urban Land Institute, Port Commissioners and Senior Staff, Stakeholder Panel, Industrial Development Roundtable, Regional Planning Commission, Louisiana Department of Environmental Quality, and the Deep South Center for Environmental Justice. Stakeholders reviewed and provided feedback on proposed redevelopment strategies and actions that were created to help achieve the land use vision.

FIGURE 3.3 PLANNING FORUMS - PARTICIPATING AND HOSTING ORGANIZATIONS

After gathering information from the Planning Forums, the Port released a Draft PIER Plan for comment in the Spring of 2020. Comments were solicited during an open 30-day review period via www.portnola.com, social media, and through the Stakeholder Panel, which also met during the review period to provide feedback on the draft. Following revisions, the final PIER Plan was presented to the Port's Board of Commissioners for adoption in April, 2020.

CAPACITY BUILDING FOR THE FUTURE

This planning initiative has enabled the Port to further build its capacity to engage with diverse stakeholders in meaningful ways. More importantly, the process has helped to build trust across organizational lines. While the planning process for this project is complete, this is not the end of our engagement efforts— but rather a stepping stone for the Port and our Key Partners to continue to collaborate with all sectors for the best possible outcomes and benefits for the Study Area and the region.



CHAPTER 4

A VISION FOR INNER HARBOR DEVELOPMENT

This plan aimed to craft a focused vision for the future of the Inner Harbor. One that is ambitious, aligns with Port NOLA's economic mission, is grounded in market analysis, and aims to be responsive to our stakeholders.

With over 1,000 acres of port-owned maritime industrial property along the Inner Harbor, this portfolio is as valuable as it is diverse — and challenging for envisioning a singular, uniform future buildout.

In order to support the Port's growing cargo and logistics needs and regional freight-based economic development, the planning team separated these assets into six campuses to help focus redevelopment efforts and prioritize limited resources to those areas or projects with the most potential to spur future investments.

Each campus and subarea is created to address the needs of the Port, industry, and the many stakeholders involved in the planning process. They are crafted to address the highest and best use of the particular sites involved —and to help the Port realize the growth potential outlined in the Strategic Master Plan and the market sectors identified for highest potential growth in the PIER Plan analysis.

VISION STATEMENT: INNER HARBOR DISTRICT

The Port of New Orleans Inner Harbor District is a vibrant center of maritime commerce, local employment, and innovation. With direct access to railroads, interstate highways, and shipping channels, the corridor serves a critical support function for the Port's current and future operations.

With the support of stakeholders, the Port will utilize the Inner Harbor District Vision (Figure 4.1) and accompanying Ideal Future Land Use Matrix (Figure 4.2) on the following pages going forward to help guide real estate policies and leasing, to establish industrial-appropriate design guidelines, and to encourage public and private investment in this market-based redevelopment plan. The Port and its stakeholders envision a cohesive industrial maritime district — the ***Inner Harbor District***. Consistent with this vision, the properties will be managed, developed and designed in a coordinated effort to create greater synergies and development potential – and to create a distinct sense of place supported by industry, government and community.

PORT NOLA INNER HARBOR: FLORIDA AVENUE TURNING BASIN

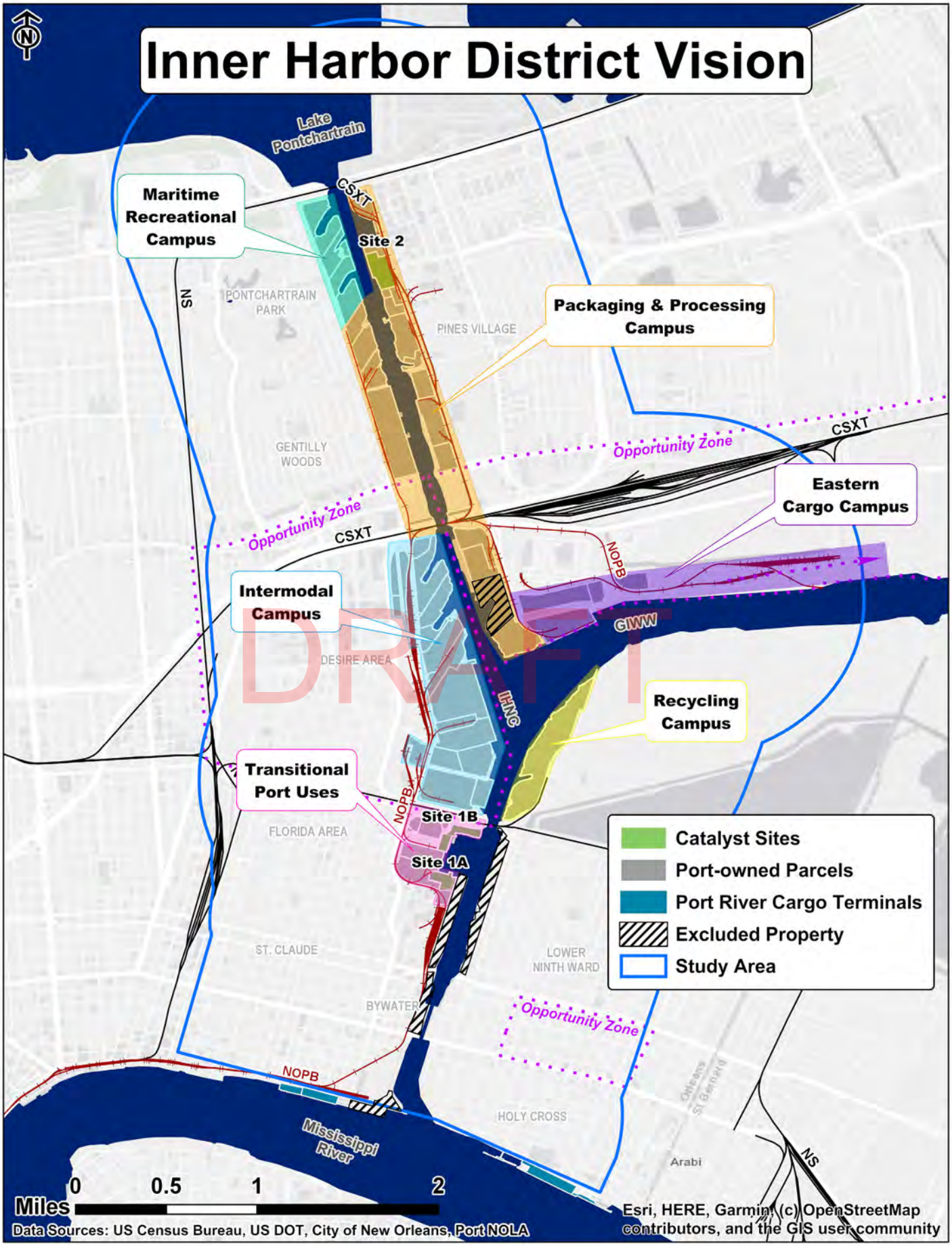

Inner Harbor District Vision
Lake Pontchartrain
Maritime Recreational Campus
Site 2
CSXT
NS
PONTCHARTRAIN PARK
PINES VILLAGE
Packaging & Processing Campus
GENTILLY WOODS
Opportunity Zone
CSXT
Eastern Cargo Campus
Opportunity Zone
CSXT
NOPB
Intermodal Campus
GIWW
DESIRE AREA
DRAFT
IHNC
Recycling Campus
Transitional Port Uses
NOPB
Site 1B
FLORIDA AREA
Site 1A
ST. CLAUDE
LOWER NINTH WARD
BYWATER
Opportunity Zone
NOPB
Mississippi River
HOLY CROSS
Orleans St Bernard
Arabi
NS
Catalyst Sites
Port-owned Parcels
Port River Cargo Terminals
Excluded Property
Study Area
0
0.5
1
2
Miles
Data Sources: US Census Bureau, US DOT, City of New Orleans, Port NOLA
Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

FIGURE 4.1

FIGURE 4.2 IDEAL FUTURE LAND USE MATRIX

Ideal Future Land Uses	Intermodal Campus	Packaging and Processing Campus	Eastern Cargo Campus	Maritime Recreational Campus	Recycling Campus	Transitional Port Uses
Advanced Manufacturing		✓	✓			✓
Aggregate Yards		✓	✓			
Barge Fleeting	✓	✓	✓		✓	
Barge Repair & Custom Fabrication	✓	✓	✓			
Batching (Asphalt, Cement, or Concrete)		✓				✓
Boat Launching				✓		
Boat Repair and Storage				✓		
Bulk Commodity Terminals	✓		✓			
Campgrounds				✓		
Cold Storage and Temperature Sensitive Cargo Terminals			✓			
Construction and Demolition Debris Recycling						✓
Construction Equipment and Storage Yards		✓	✓			✓
Container on Barge Operations	✓		✓			
Container Storage and Repair	✓		✓			
Dry Dock and Launching Operations		✓				✓
Food Processing		✓				✓
Freight Terminal	✓		✓			
General Cargo Terminal	✓		✓			
Heavy Manufacturing		✓	✓			
Composting Facilities					✓	
Intermodal Yard	✓					
Light Manufacturing		✓	✓			✓
Logistics Business (Office)	✓	✓	✓			✓
Marina				✓		
Maritime-Dependent Cargo Packaging and Processing Facilities		✓	✓			
Maritime-Dependent Manufacturing						
Maritime-Dependent Salvage Operations					✓	
Materials-Storage and Warehousing	✓	✓	✓			✓
Office and Industrial Park		✓	✓			✓
Other Storage Yards		✓	✓			
Rail Yards/Car Storage	✓	✓	✓			
Rail Services	✓		✓			
Ship Repair and Shipyard		✓	✓	✓		
Truck Repair	✓		✓			
Truck Terminal	✓		✓			
Vessel Recycling and Salvage					✓	
Waste Recycling and Processing					✓	

Photo courtesy of New Orleans Steamboat Company

On the following pages, each campus of the Inner Harbor District is described in more detail, including existing assets and access, intended future uses, environmental conditions, and goals for future development. The campus maps also include identification of available incentives to help fulfill this vision—focused on the incentives applicable to those intended future land uses. The state and federal incentives available by sector and eligibility are described in detail in Figure 4.3.

FIGURE 4.3 INCENTIVES AVAILABLE IN STUDY AREA

Program	Incentive Descriptions and Eligibility Requirements
Enterprise Zone	Either a one-time $3,500 or $1,000 tax credit for each net new job created. A rebate of state sales and use taxes paid on qualifying materials, machinery, furniture, and/or equipment purchased or a 1.5% refundable investment tax credit on the total capital investment, excluding tax exempted items. The rebate shall not exceed $100,000 per net new job.
FastStart	A free service provided to qualifying companies in Louisiana. FastStart provides customized employee recruitment, screening, training development and training delivery for eligible, new, or expanding companies. Companies must commit to creating a net of at least 15 new, permanent manufacturing jobs, or a net of at least 50 new, permanent service-related jobs to qualify.
Foreign Trade Zone	Tariff/Duty relief, elimination, deferral, and manufacturing - Without incurring duties, merchandise located in the zone may be stored, sampled, tested, assembled, manufactured, manipulated, mixed, processed, repackaged, relabeled, repaired, cleaned, salvaged, exhibited, displayed, and destroyed. Retail trade is prohibited in a Foreign-Trade Zone.
Industrial Tax Exemption	The Louisiana Industrial Ad Valorem Tax Exemption Program (ITEP) is an original state incentive program, which offers an attractive tax incentive for manufacturers who make a commitment to jobs and payroll in the state. With approval by the Board of Commerce and Industry and local governmental entities, the program provides an 80% property tax abatement for an initial term of five years and the option to renew for five additional years at 80% property tax abatement on a manufacturer's qualifying capital investment related to the manufacturing process in the state.
Opportunity Zone	Opportunity Zones are a federal tax incentive for investors encouraging them to re-invest their capital gains into designated low-income areas. Of the 150 census tracks in Louisiana that are qualified Opportunity Zones, three are within the footprint of the Inner Harbor District. The zones are chosen by nomination from the Governor and certified by the Secretary of the Treasury using factors such as: potential for development, proximity to regional assets, and opportunities to leverage other designations. Unlike similar programs such as the New Market Tax Credits, Opportunity Zones have no annual cap to program activities and therefore nearly limitless potential.
Quality Jobs	The Quality Jobs program provides a cash rebate to companies that create well-paid jobs and promote economic development. The program provides up to a 6% cash rebate of annual gross payroll for new direct jobs for up to 10 years. Provides a state sales/use tax rebate on capital expenditures or a 1.5% project facility expense rebate on the total capital investment, excluding tax exempted items.

INTERMODAL CAMPUS

The centerpiece of the future land use vision for the Inner Harbor and the highest priority for Port investment is the Intermodal Campus at the former France Road Terminal site. Ideally situated adjacent to the Interstate system and at the junction of the Inner Harbor and the Gulf Intracoastal Waterway, this location is also prime for intermodal uses because of the existing rail access through the New Orleans Public Belt Railroad and is a valuable asset for the Port to serve the growing needs of the cargo community. This subarea has enormous potential for job creation and commercial development to help meet cargo needs. This concept for an off-terminal intermodal campus was also noted as a need in the Port's Strategic Master Plan. This is an ideal location for a hub for intermodal shipping and logistics, supporting the Port's terminal operations elsewhere, both at existing and at potential future locations. Container storage, service and refurbishment is also needed in the region and can be accommodated on this 300-acre site.

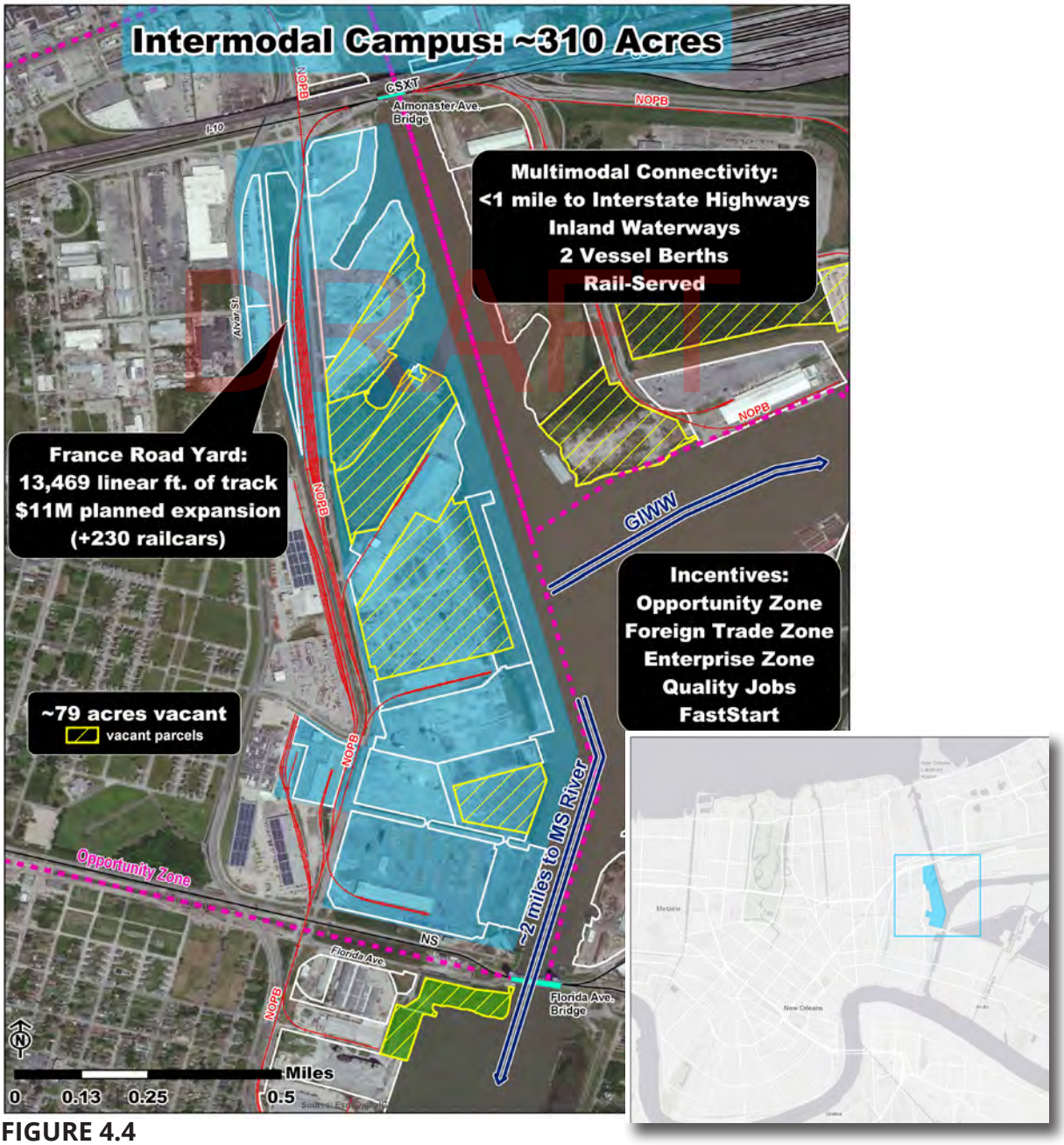


FIGURE 4.4

Goals:

- Seek state and federal infrastructure funding for site improvements to enhance intermodal capacity.
- Develop a request for proposals seeking a public private partnership as outlined in the Port's Master Plan and develop the site comprehensively.
- Create a gateway entrance on France Road Parkway and at France Road North entrance. Brand the site as an intermodal campus with direct connections to existing and emerging container terminals.
- Relocate and consolidate willing tenants in order to open up a continuous large area with water and rail access.
- Promote use of the Opportunity Zone, which provides a capital gains tax incentive for investors, and other available incentives.
- Explore development of shuttle or vanpool service linking to routes 62, 64, 65, 80 and/or 94.

INTERMODAL CAMPUS

Ideal Future Land Uses: Intermodal shipping and logistics including cargo terminal operations and storage yards; light manufacturing; container-on-barge operations; barge fleeting, repair and custom fabrication; container storage and repair.

Unique Features: Formerly the primary container terminal for the Port of New Orleans, the Intermodal Campus is ideally situated to serve as the hub and most intense job center for the Inner Harbor. High levels of water and rail access, potential for master planner/single operator or shared yard and terminal activities.

Site & Environmental Conditions: The Port is actively conducting site investigations for redevelopment and removal of any potential environmental conditions as warranted, in partnership with EPA, RPC and DEQ. Much of the area has been used for maritime industrial and concrete products manufacturing for decades. Legacy land use issues are common, but not expected to be major and include minor spills and releases in the historic records.

Public Access: None — employees only. Some facilities may be Maritime Security protected.

PACKAGING & PROCESSING CAMPUS

The Packaging & Processing Campus has nearly one mile of industrial properties on both sides of the canal, totaling approximately 380 acres with several opportunities for redevelopment of vacant or underutilized parcels. These assets and activities — packing, transloading, processing, manufacturing, storage and assembly — are critical to support cargo and local jobs.

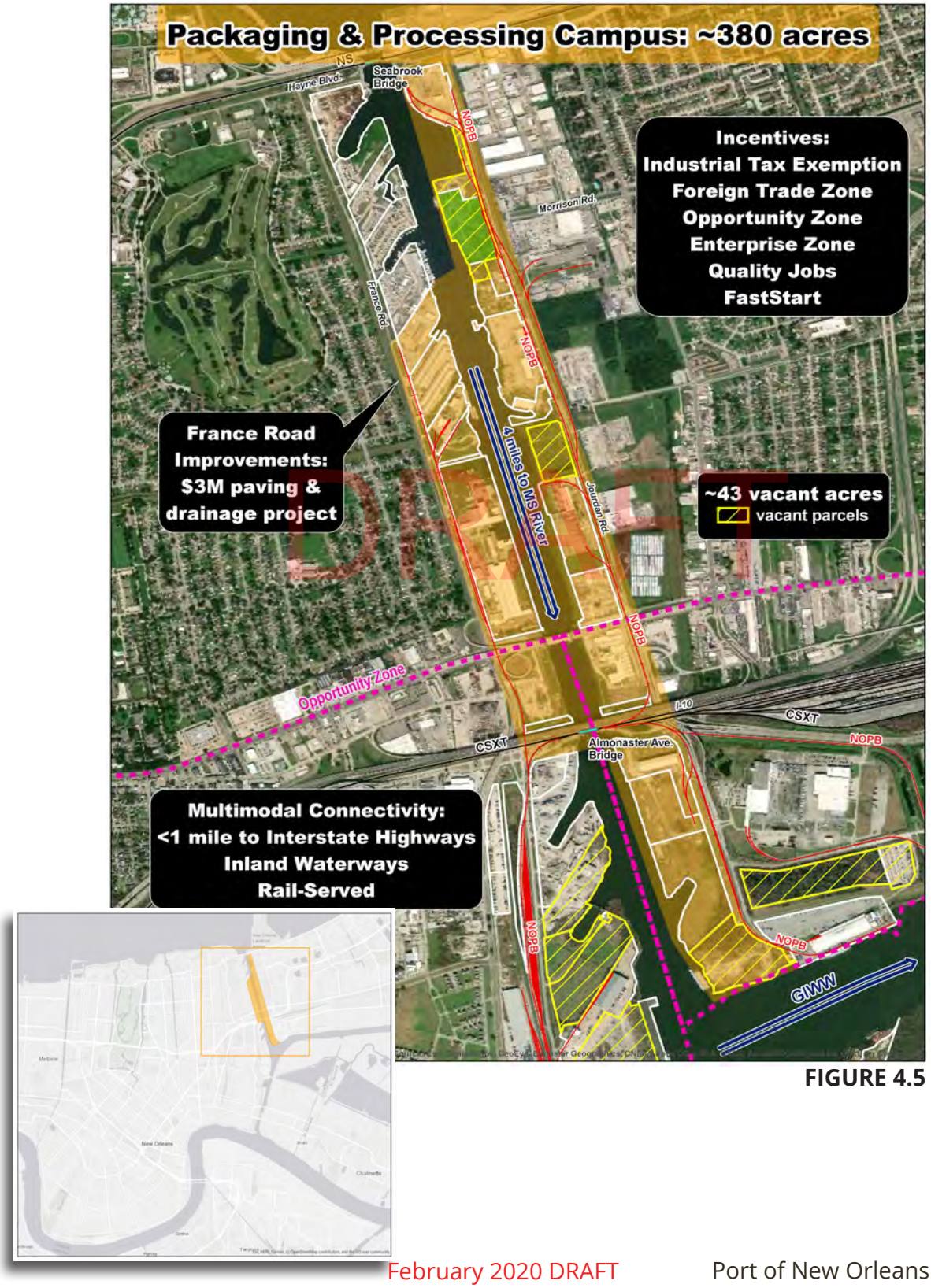


FIGURE 4.5

Goals:

- Develop marketing materials for vacant properties; feature the strong intermodal access and industrial value-added potential in marketing efforts.
- Continue with wayfinding signage installation in this subarea and create a gateway entrance at Jourdan Road and Hayne Blvd.
- Complete investigations of the former Morrison Yard (Catalyst Site 2) and seek a new tenant, utilizing both the direct water access and the direct rail access for intermodal activity.
- Consider development of shuttle or vanpool service linking to RTA routes 57, 60, and/or 80.
- Consider innovative technology and logistics operators, and make concrete connections to potential innovation districts in partnership with universities and major industry anchors such as Michoud Boulevard in New Orleans East.

PACKAGING AND PROCESSING CAMPUS

Ideal Future Land Uses: Maritime and maritime-dependent industrial uses including cargo packaging and processing facilities, manufacturing, materials storage and warehousing, aggregate and construction yards, construction materials, ship repair, barge fleeting, rail car storage and other storage yards.

Unique Features: High levels of water and rail access; ample space for new development. Few to no flood-protected properties create a challenge for future uses that are most sensitive to inundation.

Site & Environmental Conditions: The Port is actively conducting site investigations for redevelopment and removal of any potential environmental conditions as warranted, in partnership with EPA, RPC, and DEQ. Much of the area has been used for maritime industrial and concrete products manufacturing for decades. Legacy land use issues are common, but not expected to be major and include minor spills and releases in the historic records, as well as underground storage tank (UST) removals.

Public Access: None — employees only. Some facilities may be Maritime Security protected.

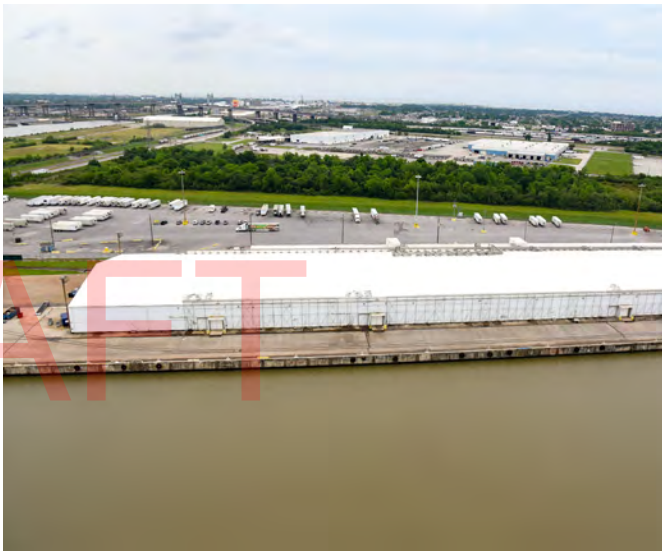
EASTERN CARGO CAMPUS

This area is ideal for advanced manufacturing and expansion of cold storage and temperature-sensitive cargo shipping and presents tremendous growth potential. The Port of New Orleans is one of the country's largest export ports for frozen poultry, centering on the growth of New Orleans Cold Storage, a major Port tenant in this subarea. Additionally, many of the Port's top food commodities realized healthy gains in recent years. This Campus has direct connections to both the Inner Harbor and Michoud Boulevard and advanced manufacturing efforts and has the potential to spur growth in New Orleans East.

FIGURE 4.6

Goals:

- Explore build out of vacant parcels with adjoining owners.
- Re-energize the New Orleans Regional Business District Park to fully utilize its authority to provide amenities and infrastructure to support growth in the subarea.
- Innovation district potential — consider speculative development of industrial and office space with subleasing strategy to grow an innovation district organically. This subarea could host a small industrial incubator, leveraging partnerships with local universities, community colleges and workforce development programs to support maritime industrial businesses through technology development and logistics solutions.
- Promote use of the Opportunity Zone, which provides a capital gains tax incentive for investors, and other incentives.



EASTERN CARGO CAMPUS

Ideal Future Land Uses: Cold storage and temperature sensitive cargo terminals and warehousing, bulk commodity terminals, rail yards, rail services, advanced manufacturing, office and industrial park.

Unique Features: Direct rail access with potential for direct water access off existing wharf or from remaining vacant waterfront.

Site & Environmental Conditions: Much of the area that is currently vacant are greenfield sites and have never been developed. For sites that are currently actively industrial, historic records show minor spills and releases only.

Public Access: None — employees only. Some facilities may be Maritime Security protected.

MARITIME RECREATIONAL CAMPUS

The Maritime Recreational Campus is the only non-rail served portion of the Inner Harbor District. Given this limitation, its proximity to Lake Pontchartrain, and the prevalence of existing recreational uses that serve residents, the Port has designated this campus as ideal for waterfront recreational uses. It is the only Port subarea in which non-industrial uses are present and thriving. The Seabrook Marina and Pontchartrain Landing sites provide unique opportunities for the public and residents of adjacent neighborhoods to visit the Inner Harbor. It is possible to have a meal, go camping, rent a boat, store a boat, and otherwise enjoy waterfront recreational property in this subarea.

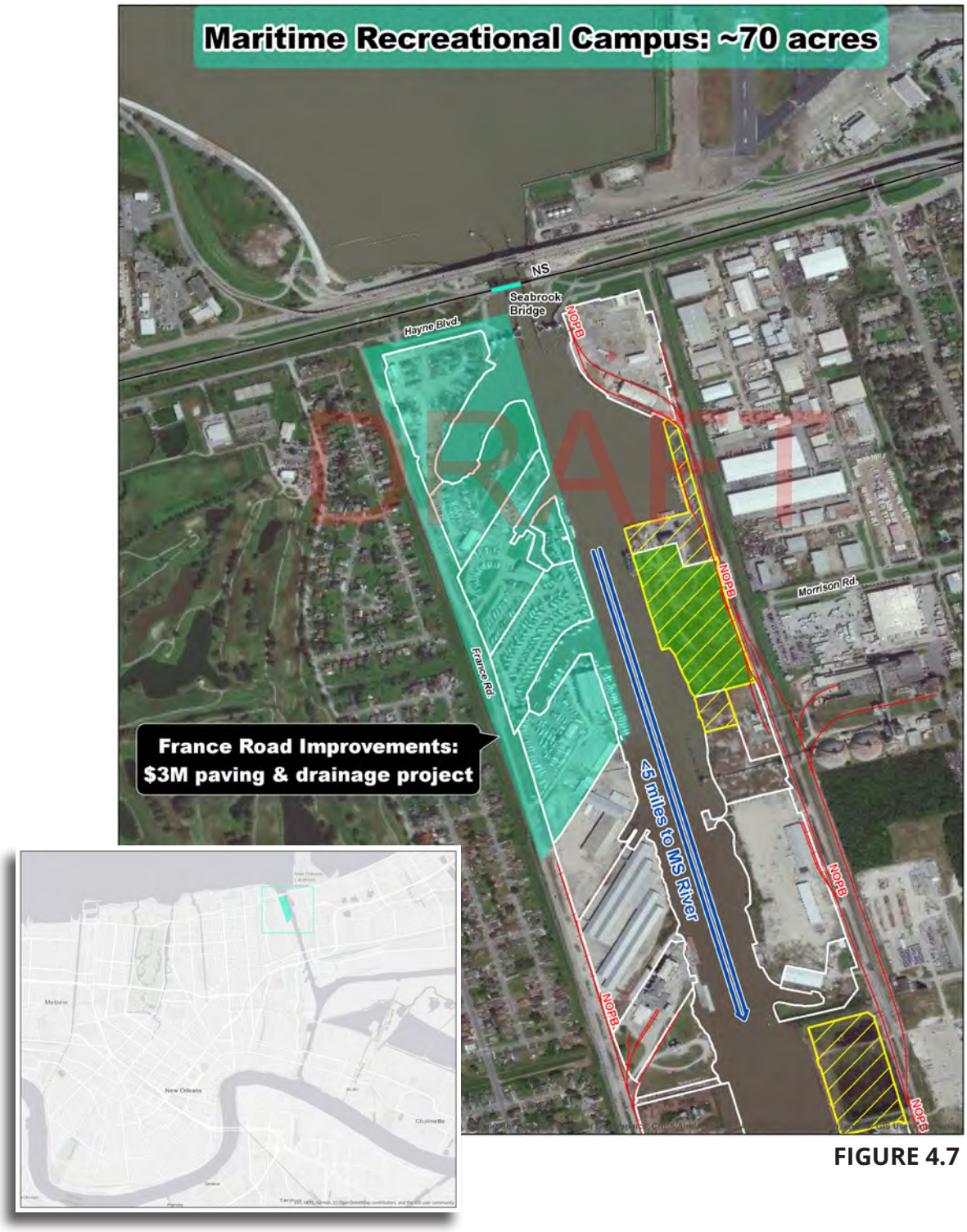


FIGURE 4.7

Goals:

- Facilitate planned growth of the non-industrial uses.
- Where possible, relocate the existing construction storage yard operation to another subarea.
- Complete improvements to France Road and address bicycle safety.

VIEWS AND TENANTS OF THE MARITIME RECREATIONAL CAMPUS

Ideal Future Land Uses: Marina, boat repair and storage, campgrounds and other active recreational uses (not including park space).

Unique Features: This subarea is the only portion of the Inner Harbor without current rail access, which makes it ideal for alternative use consideration. It is also closest to other recreational uses on the lakefront.

Site & Environmental Conditions: As with the majority of the study area, some sites have little indication of concern; for other sites, historic land use and records suggest site investigations are warranted.

Public Access: High with patrons storing and renting boats, camping and visiting subarea dining areas.

RECYCLING CAMPUS

This subarea is leased entirely by Southern Recycling LLC (a part of the EMR Group), a long-time tenant of the Port which is actively using the entire site and developing maritime-dependent expansion plans. EMR is a global leader in metal recycling. Supporting their core activities are a range of specialist divisions including ship breaking, cable, copper and aluminum granulation.

FIGURE 4.8

Goals:

- Facilitate the growth and development of maritime-dependent recycling business.
- Continue to manage and monitor environmental impacts to minimize noise, water and air pollution from the property.

EMR RECYCLING OPERATIONS AT THE NEW ORLEANS NON-FERROUS FACILITY

Ideal Future Land Uses: Maritime-dependent salvage operations, waste recycling and processing, vessel recycling, and barge fleeting.

Unique Features: Fully occupied by a single tenant, no vacant land available. This is an ideal site for it's current use, with direct access to road, rail and waterways and significant separation from other land uses and neighborhoods.

Site & Environmental Conditions: This area functions as one site and is currently or formerly associated with metal recycling and/or scrapyard facilities. The site has a record of hazardous waste generation, numerous closed and currently operating petroleum USTs and ASTs, all typical for such an industrial use and does not indicate the need for concern.

Public Access: Limited, except for employees.

TRANSITIONAL PORT USES SUBAREA

This subarea has many active users, with a smaller lot pattern than other subareas and smaller scale operations. Also, the adjacent neighborhoods are very near to these industrial sites. This transition area is the only subarea where maritime-dependent retail-oriented uses could be considered on the Port property because of its proximity to residential density and lighter industrial uses.

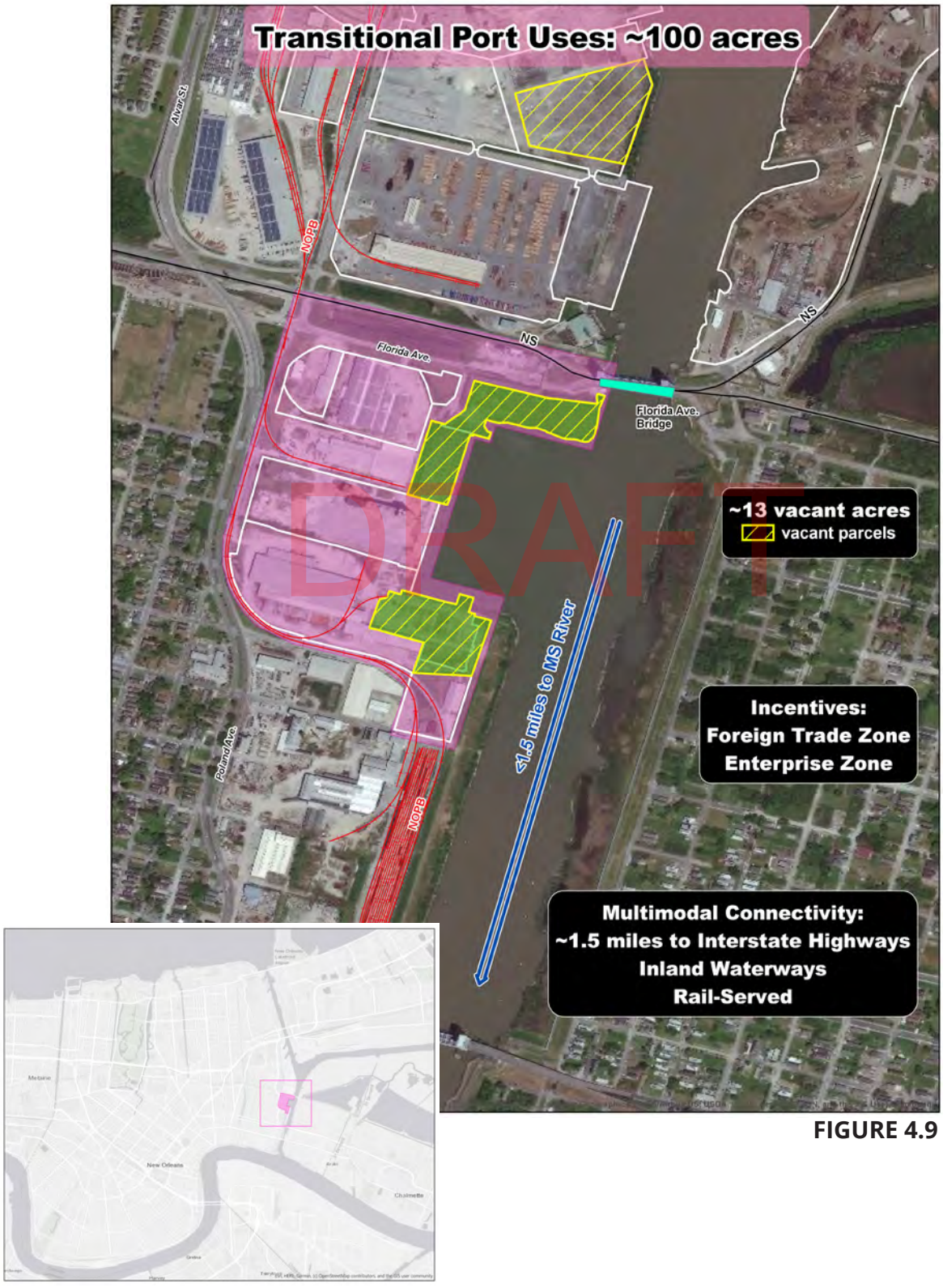


FIGURE 4.9

Goals:

- Retain existing tenants and find prospects for available properties.
- Rehabilitate/rebuild Florida Avenue Wharf at Catalyst Site 1.
- Consider development of transit service linking to RTA routes 5, 84, and/or 88.
- Utilize the results of the planned site investigations to facilitate clean-up and redevelopment of vacant property (Catalyst Sites 1A and 1B).

TRANSITIONAL PORT USES SUB AREA

Ideal Future Land Uses: Light industrial, aggregate yards, packaging and processing, waterfront minimal access, and possibly maritime-related retail.

Unique Features: High level of rail access with many spurs; direct water access though the wharfs need improvements; space available for new development.

Site & Environmental Conditions: Like the other areas that have been in industrial use, there are some known issues for these sites. The issues are not atypical and can be addressed through conventional methods. Much of the subarea is unpaved on the sites, with some historic uses that recorded spills and USTs in records that may warrant further investigation. The Port is coordinating with DEQ and RPC to assess any environmental risks and to remediate as needed.

Public Access: Limited, except for employees and visitors to the businesses.

CHAPTER 5
STRATEGIES FOR IMPLEMENTATION

Economic revitalization is not a one-time activity or single-solution game — there is no silver bullet for achieving the goals and vision set forth in this plan. It will take all sectors, strategic partnership and public and private funding over time to make meaningful progress.

Fulfilling the vision for the Inner Harbor District will be a long-term, multi-partner process, not an overnight change — and will require a comprehensive, sustained effort – not a silver bullet strategy.

We have the need and market demand now — this is not a "build it and they will come" roadmap. Aligning all of the resources and partners to fully implement the strategies laid out here will be a multi-year endeavor. That said, there are some potential early wins identified through the planning process. The strategies presented here range from short-term to long-term implementation timelines, and are organized to align with the four goals for the PIER Plan.

GOAL 1

Design and build catalyst projects to drive investment in Inner Harbor infrastructure that supports the Port's economic mission and retains flexibility to meet future shipping and industry needs.

GOAL 2

Foster new opportunities in targeted sectors and develop strategic regional partnerships to establish a pipeline for market and vision-aligned tenants.

GOAL 3

Remove barriers to redevelopment through collaboration to assess and remediate potential contamination along the Inner Harbor and enhance access and mobility options.

GOAL 4

Leverage resources from the City and other entities to engage surrounding communities and identify off-port development and workforce strategies to benefit the Port operators and neighboring stakeholders.

February 2020 DRAFT

GOAL 1: DESIGN AND BUILD CATALYST PROJECTS

Catalyst Port Construction Projects

While capital investment needs far outweigh resources, the Port has a successful track record of identifying the catalytic projects that can serve as seeds for private investment. Throughout the Inner Harbor District, the Port plans to spend approximately $70 million on bridge refurbishment projects in the next five years, with a focus on reopening the Almonaster Avenue Bridge to vehicular traffic. Within the Intermodal Campus, the France Road North paving and drainage improvement project is underway and the NOPB is investing in car storage and new track extensions that will increase capacity and bring rail closer to on-dock operations. Within the Cargo Transfer Campus, the Jourdan Road Terminal substructure repair project is a catalyst for cold storage capacity expansion and will enable further market capture in temperature-sensitive cargos.

STREETSCAPE RENDERING

Design Guidelines

Catalyst projects alone will not create the aesthetic and appeal needed for the Inner Harbor District. The Port must create and implement design guidelines to ensure the cohesive environment desired for the Inner Harbor District, including landscaping, roadways, buildings and materials. The Port's detailed vision is outlined in this report in a stand-alone chapter called Built Environment and Design. Design guidelines can create a distinctive character and sense of place and enhance the vitality of the district. Combining new guidelines with an update of the Ports Design Resiliency Manual provides a more holistic approach to design, while maintaining flexibility and applicability for maritime industrial uses.

Urban design influences not only where we work and live, but also the future economic potential of our communities.

Landmark Entryways

Inner Harbor Landmark entryway features would help establish a cohesive District and sense of place at key portals of ingress and egress as shown below. Landmarks should be consistent with any design guidelines implemented by the Port. Best practices also suggest including vertical architectural monumentation, hardscape, and landscape elements to create visual interest for users, visitors, and passersby. Landmark entryway features should create an entry statement that is proportional in scale to the street and setting, as well as improve wayfinding.

FIGURE 5.1 LOCATIONS PROPOSED FOR LANDMARK ENTRYWAYS

EXAMPLE LANDMARK ENTRYWAY FEATURE RENDERING

GOAL 2: FOSTER NEW OPPORTUNITIES IN TARGETED SECTORS

Develop Targeted Marketing

Develop a targeted list of potential port tenants and users based on the identified campus users, infrastructure, and market demands. This targeted list can be shared with both industrial real estate brokers and development companies, in conjunction with the PIER Plan vision. By continuing to foster and develop relationships with these partners, it will assist in the identification of potential third party investment in the Inner Harbor. Additionally, simplification of the Port's leasing process can be achieved by the development of a comprehensive real estate leasing policy, which simplifies and outlines the unique requirements for leasing of Port property. A comprehensive real estate policy would focus on the applicability of the Port Master Plan, this PIER Plan Vision, as well as define the guidelines and processes by which the Port will enter into agreements with developers and tenants.

Support the Revival of the New Orleans Regional Business Park

The New Orleans Regional Business Park was created as an Industrial District. Through its board of commissioners, it can acquire, construct, improve and maintain projects, and can provide additional municipal services to businesses that choose to locate in New Orleans. Currently the NORBD does not have any tax revenues, and reinstallation of a millage will require a citizen vote. The Port supports the City's efforts to revive this district towards a shared goal of attracting new business development and advanced manufacturing to New Orleans East.

FIGURE 5.2 NEW ORLEANS REGIONAL BUSINESS PARK HOSTS COMPANIES ACROSS MULTIPLE SECTORS

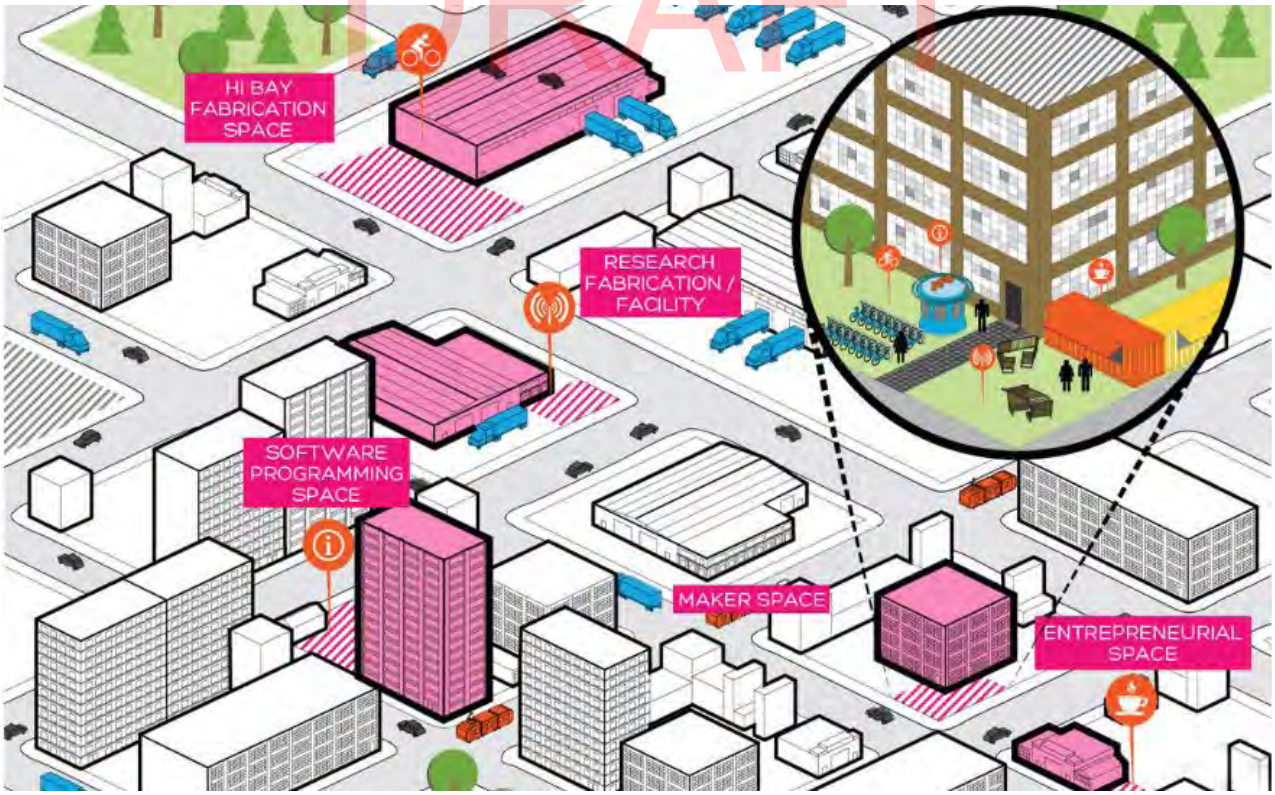
SOURCE: NORPB.NET

Foster Opportunities for Emerging Place-Based Innovation Hubs

Innovation is part of the Port's vision for the Inner Harbor — but what does that mean? For starters, staying attuned and responsive to opportunities to cluster existing companies or start-up organizations with those in synergistic industries utilizing innovative technological approaches. According to recent studies, targeted hubs of innovation can amplify economic activity and generate higher densities of job opportunities in a well-designed and intentional fashion. Connecting with the New Orleans Regional Business Park and larger anchor industries such as NASA, the Port can help identify potential opportunities and potentially engage Inner Harbor properties as feeder or satellite locations to a larger area.

> "Innovation districts activate the dormant capabilities of a community and generate exponential benefits for surrounding neighborhoods and regions."
>
> Innovation Atlas, 2019, ARETIAN Business Park

FIGURE 5.3 THE DETROIT INNOVATION DISTRICT: TRANSFORMED 4.4 SQUARE MILES INTO A VIBRANT PLACE THAT STIMULATES AND EXPANDS THE INNOVATION ECONOMY



SOURCE: HTTP://INTERFACE-STUDIO.COM/PROJECTS/DETROIT-INNOVATION-DISTRICT

GOAL 3: REMOVE BARRIERS TO REDEVELOPMENT

Complete Environmental Assessments

The Port is taking action with a coalition of forces to address the potential environmental challenges on Port land that has been in industrial use for nearly a century. By converting these potentially challenging sites into catalysts for redevelopment, the Port is removing barriers to investment and getting closer to putting these sites back into commerce. With an EPA Coalition Grant for Brownfields Assessments, the Port is currently working with RPC and DEQ to assess six sites for potential environmental issues, and will continue to add more sites to the assessment work plans, dependent on funding. Catalyst sites 1 and 2 have been prioritized for investigation, which is underway. Ultimately, the intent is to assess and remove any potential environmental contamination so all Inner Harbor sites are shovel-ready.

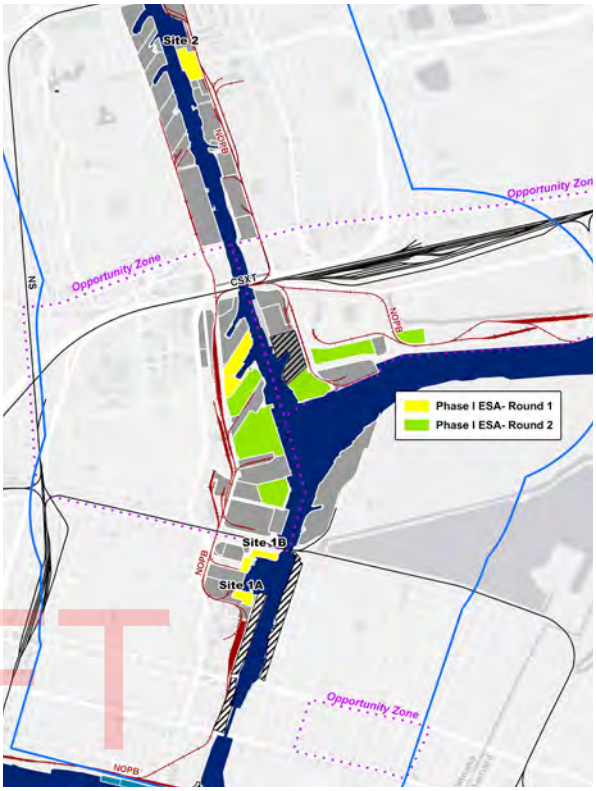


FIGURE 5.4 PHASE 1 AND 2 ENVIRONMENTAL ASSESSMENTS UNDERWAY AT INNER HARBOR SITES

Invest in Access Improvements

The Port recognizes that access to Inner Harbor District sites, especially over the canal, is an ongoing challenge for residents and job seekers. The Port owns and operates four of the bridges across the canal — the Seabrook, Almonaster, Florida Avenue, and St. Claude Bridges. Recently the Port committed $900,000 to improve pedestrian and bicycle crossing at the St. Claude Bridge. However, this 100+ year-old movable bridge ultimately needs to be replaced or significantly overhauled, which is a significant, multi-million dollar investment. The Almonaster Bridge is also undergoing design and planning for refurbishment. These are major costs for vital regional infrastructure assets that will require state and federal funding.

ST. CLAUDE BRIDGE

Encourage Transit Options

The catalyst sites, and the Inner Harbor District as a whole, have limited potential for direct access to existing Regional Transit Authority bus lines. Most of the parcels are separated from existing RTA lines by railroad tracks, highways, and floodways, all features that make pedestrian access difficult and dangerous.

For RTA to better serve the Inner Harbor District would require either a complete route change of neighboring transit lines or, at minimum, a peak hour route change of the required lines. Neither option is likely to be approved by the RTA because potential ridership generated by the route change would not likely be enough to justify the additional operating expenses required to alter routes, and increased travel times may cause undue burden on existing transit riders. An alternative that can be explored further is a public-private shuttle service to help workers access job sites in the District. The Port will continue to work with RTA and employers to explore improving transit access to the Inner Harbor District.

FIGURE 5.5 PERCENTAGE OF JOBS REACHABLE IN 30 MINUTES USING PUBLIC TRANSIT AND WALKING, BY CENSUS BLOCK GROUP

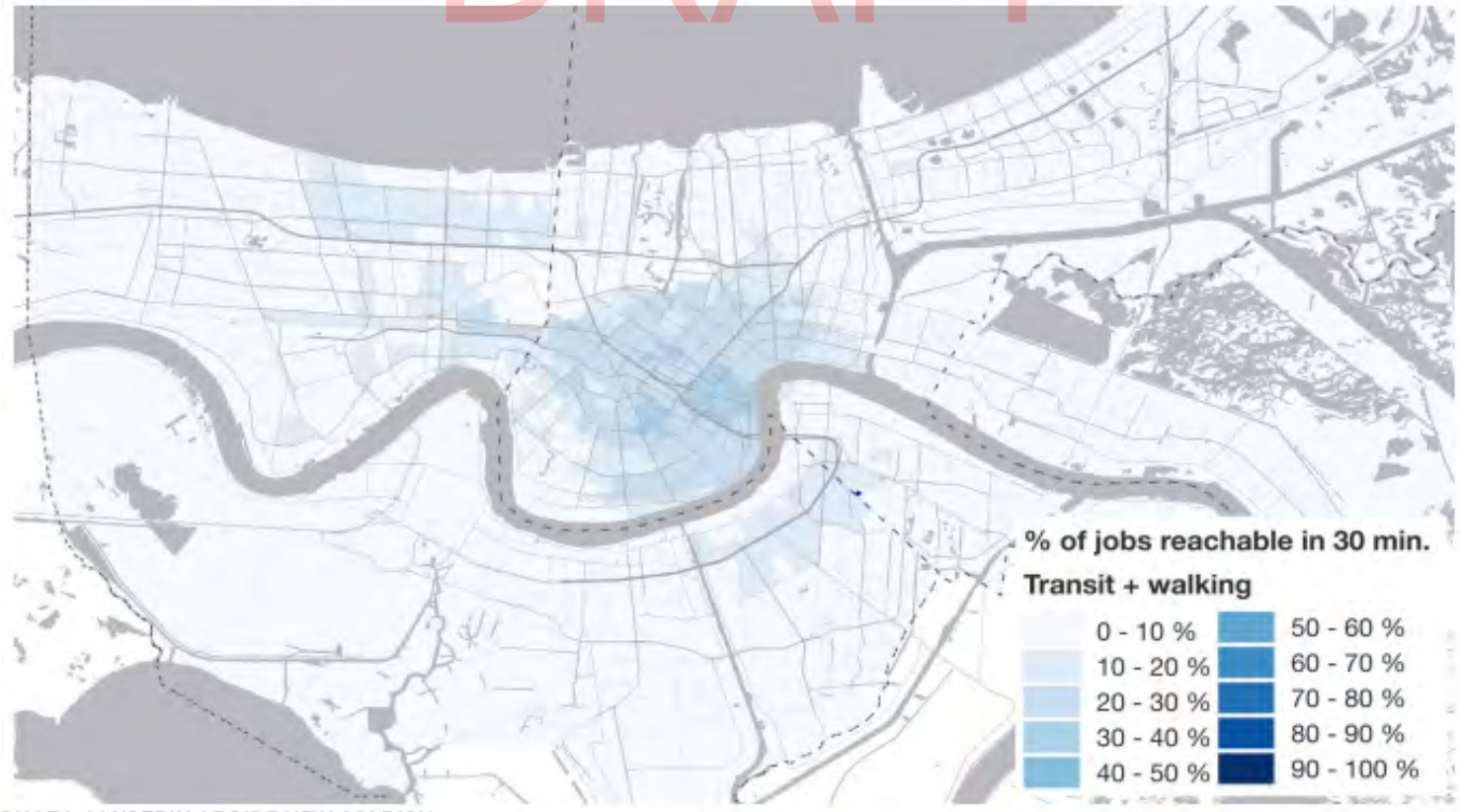


PHOTO COURTESY OF RIDE NEW ORLEANS

GOAL 4: LEVERAGE RESOURCES

Make Connections for Local Employment

Port NOLA's role in workforce development is to connect our tenants and industry partners to the community to generate awareness about career pathways in maritime and share resources for local employment seekers. As part of the PIER Plan, the Port looks to connect the surrounding community with the information and access to these livable-wage jobs through Maritime Career Info Sessions, where tenant and industry partners talk about pathways and minimal qualifications for specific maritime roles. Additionally, there are opportunities to meet with regional education and workforce partners to discuss any necessary certifications or training for specific job roles. At the time of publishing, Port NOLA has hosted sessions in Algiers, the Lower Ninth Ward, and in Jefferson Parish.

The average salary of a Port tenant employee is $74,000 a year — 41% higher than the local average.

MARITIME CAREER INFORMATION SESSION AND PORT EMPLOYEES

Continue to Partner with EPA, RPC, DEQ, and City of New Orleans

This Plan was made possible with EPA funds and the active partnership of the RPC, DEQ and the City. Due in part to the success of this collaborative planning effort, the City is well on its way to establishing a Brownfields Management Program of their own. In partnership with the City, and with additional grant funding from EPA, the Port will be able to extend the current work of environmental assessments and brownfields area-wide planning to address any remediation needs on Port property and apply for future grants to clean up some of the brownfield sites that could serve as catalysts for future development.

Partner with Agencies to Improve Maintenance, Reduce Debris, and Encourage Green Infrastructure

Maintenance responsibilities along the roadways and bridges that border and cross the Inner Harbor District are a complex web of more than half a dozen agencies plus private utilities. The Port and the City are both committed to reducing litter and debris, and illegal dumping in the area — partnering with the myriad of entities to amplify clean-up efforts will further the positive branding of the District. Leveraging resources from the Sewerage and Water Board and other funding sources to implement green infrastructure projects could provide multiple additional benefits including stormwater management, beautification and reduction in maintenance burdens.

FIGURE 5.6 PORT NOLA MAINTENANCE RESPONSIBILITIES AND APPROXIMATION OF OTHER AGENCIES INVOLVED

CHAPTER 6
DESIGN GUIDE SUMMARY

A more attractive built environment will aid in the economic revitalization of the Inner Harbor District. To respond to the need voiced by Port tenants and community members alike for clean-up and aesthetic improvements within the corridor, design guidelines are in development and are summarized here.

These design guidelines take into consideration the unique geographic aspect of developable properties in a floodplain and on the unprotected side of flood control structures.

Design Guidelines are development tools that can:

- Encourage high-quality development and creative design options
- Provide clear and usable design direction to project applicants, developers, designers, and Port staff
- Protect and enhance property values and economic viability

The intent is to provide an overall design framework and vision for the Inner Harbor District—both to help guide investments and to help remove the visual and aesthetic barriers to redevelopment. Port staff and leadership support the use of these guidelines as a set of goals for future development, rather than regulations. The Port is committed to flexible and reasonable application of these guidelines, especially for short-term tenants, tenants doing only modest expansions or improvements, and unique tenant types and buildouts.

DESIGN VISION

This design vision establishes the overarching design principles for the Inner Harbor District and expresses the desired outcome of project implementation. Goals include, creating a distinctive character and sense of place; enhancing the vitality of the district; and creating a comfortable and welcoming environment for customers and employees.

These guidelines address the following design elements:

Landscape Design

Green Infrastructure

Adaptation and Resilience

Landmark Entryway Features

Signage

Streetscape Design

Site Development and Design

Walls and Screening Elements

Circulation and Parking

Site and Property Lighting

The PIER Plan design guidelines are intended for:

- Port-owned sites and controlled rights of way,
- New Port facilities and development including, conditioned buildings and to a lesser extent new sheds and ancillary buildings, and
- Site improvements affecting an area greater than 1 acre in size.

EXAMPLE OF LOW IMPACT LANDSCAPE DESIGN

LANDSCAPE DESIGN

The landscape design concepts focus on providing attractive, low-maintenance plantings that are both drought and flood tolerant. These plantings will serve as both primary visual features, and as screening (buffering). Planted areas can also serve as stormwater features, removing suspended solids from stormwater and retaining stormwater, thereby reducing ponding and flooding.

Inundation-tolerant native trees, shrubs, and groundcover should be selected. Landscape materials along roads, at gateway entrances, and within common open space areas should be designed to require minimal maintenance and accentuate key site features and signage.

All areas including vacant, unpaved lots and pad sites held for future development, and storage areas that are not in use, should be landscaped and maintained, and at least seeded with grass.

GREEN INFRASTRUCTURE

Green infrastructure can help alleviate short-term runoff impacts from heavy rain events that temporarily interrupt operations. For the purposes of improving drainage and aesthetics, green infrastructure presents an opportunity for design improvement in the Inner Harbor District. With sustainability as a prime consideration in the PIER Plan and Port NOLA Operations, using ecosystem functions to manage stormwater as feasible in the Inner Harbor District is a priority. In addition to improved water quality and a more natural appearance, properly designed green infrastructure can also significantly help with the intense precipitation events which frequently occur. Although a large majority of Port Inner Harbor District properties are in the floodplain and on the unprotected side of flood control structures, there is still ample opportunity to provide valuable benefits through green infrastructure implementation.

Green infrastructure is the use of nature based elements to manage the quantity and quality of water in a defined area.

Vegetation plays a major role in green infrastructure strategies. Trees should be selected for environmental benefits as they provide shade, clean the air, cool the city, reduce runoff, and also provide food and habitat for wildlife. Trees should be selected for their aesthetic considerations of shape and size and seasonal interest of foliage and flowering. The Port's internal list recommends species derived from and consistent with the City of New Orleans, Park and Parkways Department publication Street Tree Planting Guide, with an emphasis on native species. The following medium-size plants are not included the tree list, but are appropriate as accent plantings: Schizachyrium scoparium or Little Bluestem Grass and Rudbeckia maxima or large coneflower.

EXAMPLE RAIN GARDERNS-GIRARD AVENUE INTERCHANGE

Landscape designers can select from the Port's internal list that includes selections of primary, secondary, and tertiary trees to develop palettes for use when large sites are developed, or when streetscape projects focus on major corridors.

Trees defined as primary species will provide a sense of unity and structure to the entire corridor. Trees defined as secondary species will provide a sense of environmental context to the corridor and tertiary trees will provide accents.

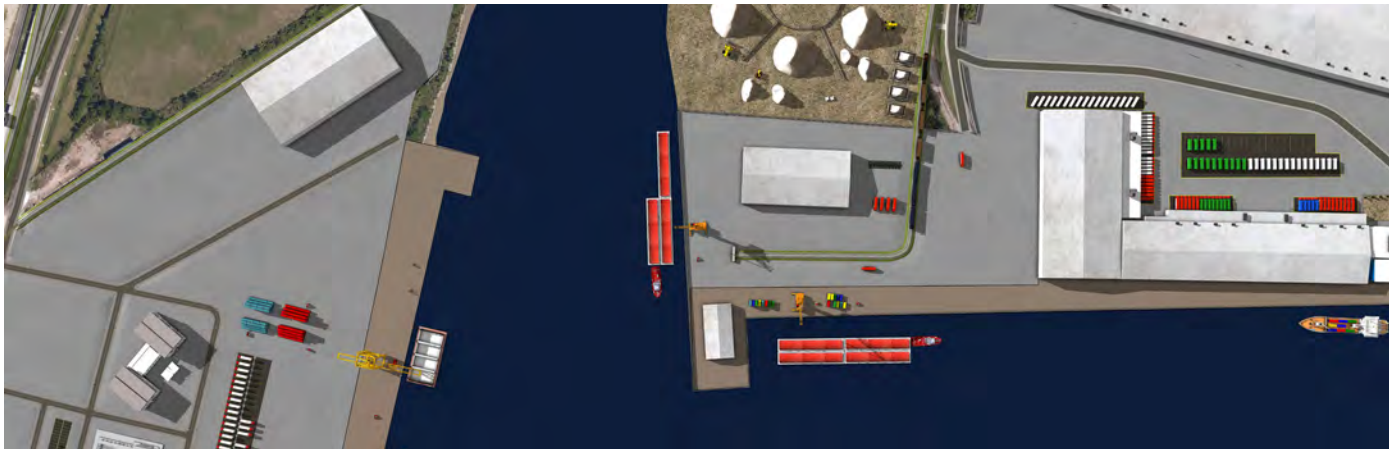
ADAPTATION AND RESILIENCE

Preventing property loss and damages, recovering quickly from disaster events, and adapting to a changing climate are critical for current and future port development. The following guidance is just part of what is available in Port NOLA's Design Resiliency Manual 2013 (Resiliency Manual) and subsequent permitting updates.

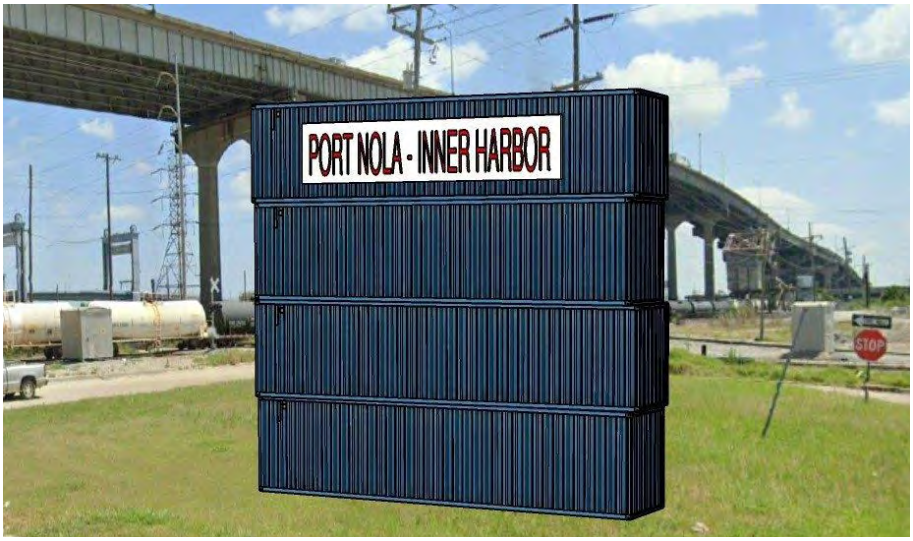
The International Building Code (IBC), through reference to ASCE 7, requires that buildings be designed, constructed, connected, and anchored to resist flotation, collapse, and permanent lateral displacement due to the action of flood loads associated with the design flood.

Elevation is preferred over floodproofing for new construction. Foundations must support gravity loads, and resist uplift (flotation) and lateral loads. Foundations in coastal areas must also resist high winds and corrosion. Foundation designs should explicitly account for all design loads and conditions. Protecting the building envelope is critical to protecting interior finishes and contents. Protecting contents at cargo and commodities storage facilities is especially important for the local and regional economy to return to normal operations following a flood event. In addition to using flood damage-resistant materials, the building envelope should be designed to avoid wind-driven rain.

Electrical and mechanical utilities can best be protected from flooding by elevating them to a height above the Design Flood Elevation (DFE). Electrical and other conduits below the DFE should be properly located and anchored to resist the effects of flooding. Permanent generators with onsite fuel sources should be used to provide emergency power. Critical structures with generators should have automatic transfer switches. The Resiliency Manual provides further detailed guidance and references for properly hardening both existing and new buildings against the threat of disaster.



RENDERING OF THE INNER HARBOR



EXAMPLE LANDMARK ENTRYWAY FEATURE RENDERING

LANDMARK ENTRYWAY FEATURES

Installing landmark entryway features in the Port's Inner Harbor will create visual demarcations of space and reflect the overall design, branding, and character of the Port. To assist with wayfinding, features should be installed at key portals of ingress and egress within the Port's Inner Harbor. Common design features of successful entryways include vertical architectural monumentation as well as hardscape and landscape elements that create visual interest such as examples below and rendering above. For best effect, entryway features should create a statement that is proportional in scale to the street and setting while remaining consistent with the Port's design standards and aesthetic. Incorporating features such as plantings, pavers, auxiliary structures, monuments, or art is encouraged.

INDUSTRIAL LANDMARK

2017 FRANCE ROAD WAYFINDING SIGNAGE

SIGNAGE

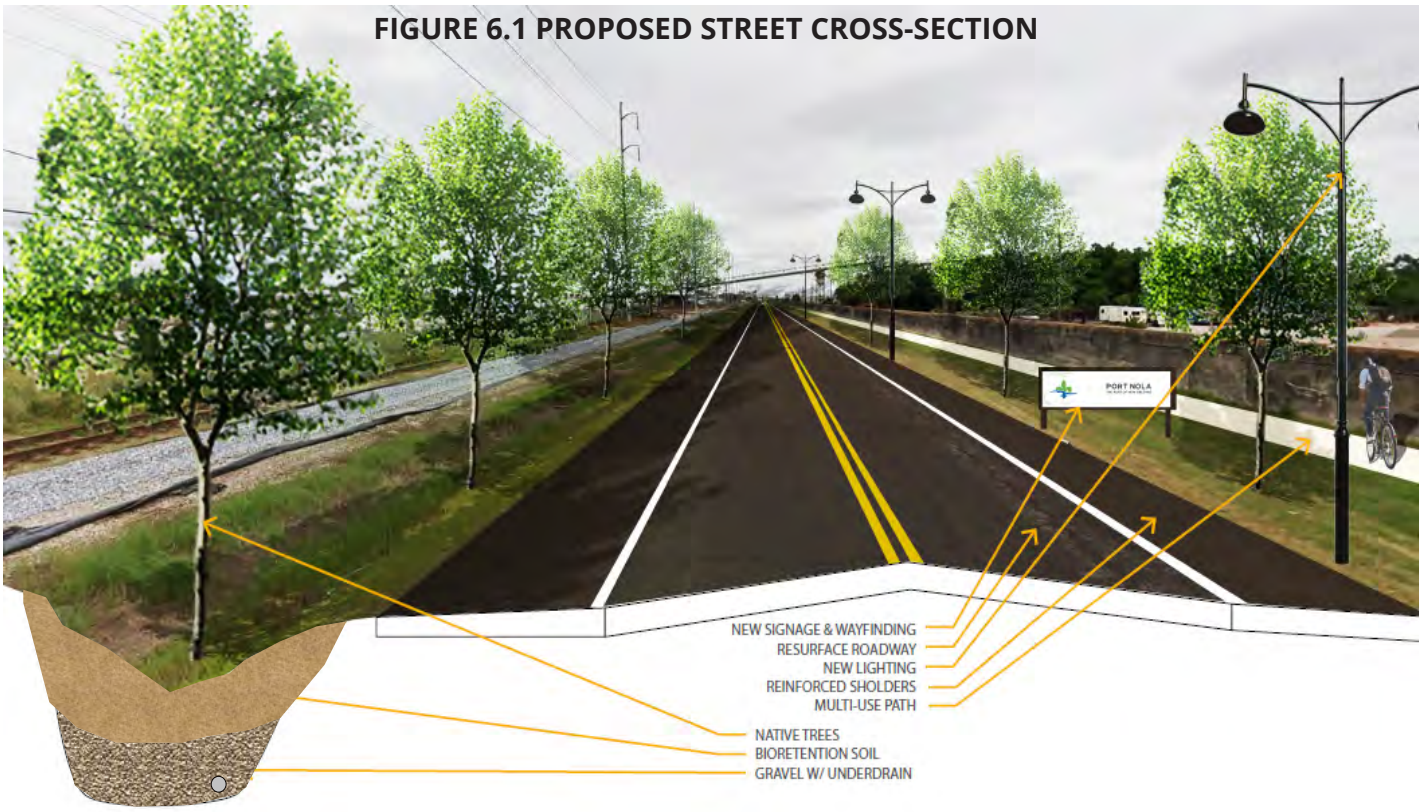
A coordinated signage and wayfinding program is underway for the Port's Inner Harbor that will be consistent with on-site architecture and landscaping and will provide identification, direction, and necessary information to PIER Plan employees, vendors, and visitors. The primary goal of the Port's Inner Harbor sign guidance is to provide directional information and business identification. The Port has developed a uniform design and has installed signs in key locations.

STREETSCAPE DESIGN

The streetscape along the Port's Inner Harbor roads should be designed to establish an attractive and safe work environment by integrating a variety of plant materials, stormwater drainage swales, sidewalks (as appropriate), lighting, and signage in a consistent and creative manner.

Site furnishings (including benches, covered trash receptacles, planters, bus shelters, and other similar features) should be provided within the public realm and common or public use areas of properties. These guidelines support the creation of a more people and worker-friendly industrial park.

FIGURE 6.1 PROPOSED STREET CROSS-SECTION



SITE DEVELOPMENT & DESIGN

Site planning standards ensure that site designs are efficient and convenient, while providing attractive frontages, landscaping, and outdoor spaces. These standards enhance the aesthetic quality of the Port's Inner Harbor and promote a sense of the Inner Harbor as a vibrant, growing industrial complex. The following standards are intended to help guide the development of buildings within the Port's Inner Harbor to create a comfortable, worker-friendly environment.

- Use of industrial design and accent features is encouraged to animate building facades and entries. These features include window canopies, cornice projections, tension cables to support entry canopies or trellises, structural pilasters or columns, window mullions, and mechanical screens.
- Accent features with nautical or railway meaning could also help to celebrate the unique identity of the Port's Inner Harbor. Old mooring lines, for example, can be integrated with the fencing or signage for a site with a water-oriented use.

EXAMPLE INDUSTRIAL FACADE

- Architectural projections that are not included in the floor area, such as roof eaves or other architectural enhancements, should be used to provide shade in outdoor waiting areas, entrances, and windows. Building setbacks should be varied to accommodate pedestrian amenities and to create variation within a campus-style development.
- Building façades should be broken up by their structural bays and incorporate architectural features and patterns that provide visual interest at the scale of the pedestrian and reduce the appearance of mass.

WALLS AND SCREENING ELEMENTS

Walls or fences are suggested as a means of screening when landscaping materials alone do not provide adequate screening for the intended use or purpose. These elements can also promote safety by acting as physical and visual buffers indicating where it is safe or unsafe for pedestrians and workers to be.

Walls or fences required for screening of loading, trash, or service areas should be a minimum of 6 feet high and constructed of the same or similar materials as the adjacent building.

The screening design should be architecturally compatible with the adjacent building with respect to materials, colors, and size and complement the project or site's overall landscape design.

REPRESENTATIVE SCREENING ELEMENT

CIRCULATION AND PARKING

On-site circulation, ingress, and egress should minimize conflicts among various travel modes; demarcate areas for pedestrians, cyclists, workers, cars, freight haulers, and service vehicles; and a guide for the overall configuration and appearance of parking areas.

Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage, where multiple access points are provided. Parking should be strategically located away from pedestrian traffic routes, when possible.

Design parking and work areas with pathways that separate pedestrians from vehicles.

Use paint and signage to indicate desired pathways for different users. Roadway improvement projects should include accommodation for pedestrians and cyclists. Multi-use off-street pathways can be used to accommodate non-motorists. Or sidewalks with bike lanes striped along roadway shoulders can be included in future improvement projects.

SITE AND PROPERTY LIGHTING

Lighting should be used to provide illumination for security and safety of parking, loading, and service access areas. Lighting should be designed and placed to direct lighting to appropriate surfaces and to minimize glare into adjacent areas.

Lighting should be shielded (with full cut off designs) and directed downward to keep light spread within the project's property boundaries. Where feasible, the light bulb of an exterior light fixture should not be visible from off-site, an adjoining lot, or a public right of way.

Exterior building lighting should be used for safety and to reinforce the architectural design, including lighting building entries, landscape elements, and major architectural features.

A common light fixture style should be used for all streets and should be designed and spaced to provide adequate illumination for public safety.

Lighting fixtures can also be used as a placemaking tool with the addition of branded banners.

EXAMPLE PROPERTY LIGHTING

PORT NOLA
THE PORT OF NEW ORLEANS

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