

# **Reinventing Downtown NOLA: A Better Version of Ourselves**

Kurt M. Weigle  
President & CEO



# Downtown New Orleans



# Who We Are

## DDD Mission:

**To drive the development of Downtown New Orleans and be the catalyst for a prosperous, stimulating, innovative heart of the Crescent City.**

## We do this by:

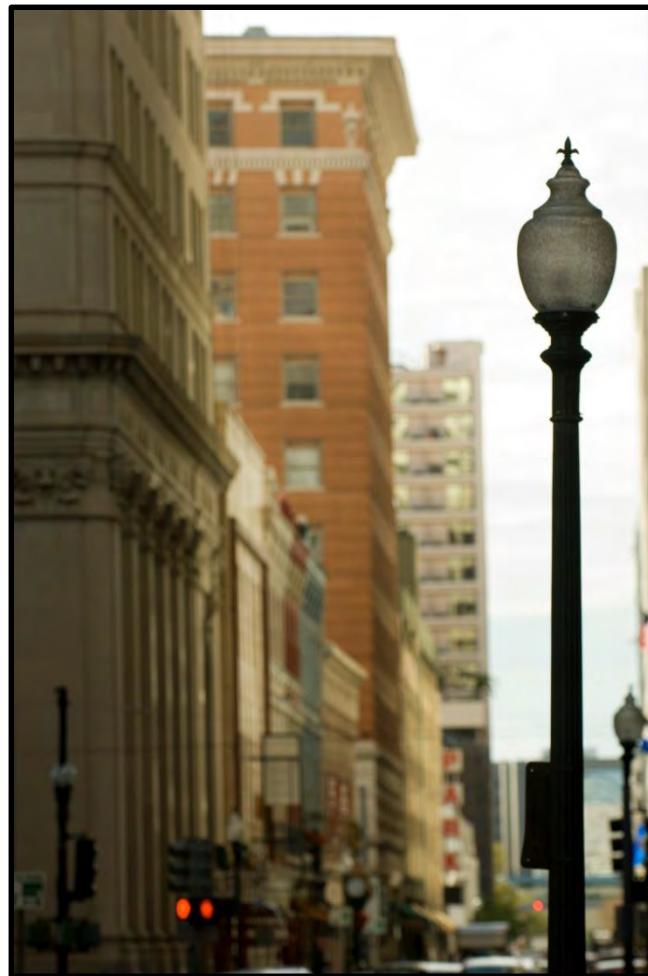
- Cultivating economic development in such industries as bioscience, the arts, digital media and tourism
- Ensuring Downtown is clean and safe
- Serving as a voice and advocate for Downtown's future
- Promoting Downtown as a world-class destination for residents and visitors



# DDD Programs

## Economic Development

- Policy Initiatives
- Planning
- Development Facilitation
- Direct Incentives
- Retail Support
- Market Analysis





# DDD Programs

## Clean and Safe

### Public Safety Initiatives

- DDD Rangers
- Police Details



### Public Space Operations

- Enhanced cleaning services
- 24 hours a day, 7 days a week



# DDD Economic Strategy

- 11-member Board of Commissioners set out to identify target industries for post-Katrina Downtown
- Recognizing the shift away from more traditional industries, they identified three target ***Industries of the Mind***:
  - Bioscience
  - Digital Media
  - Arts-based Business
- A comprehensive 5-year strategic plan was created to support the attraction & retention of these core industries

# Creative Class Market Research & Downtown Brand

## What Matters



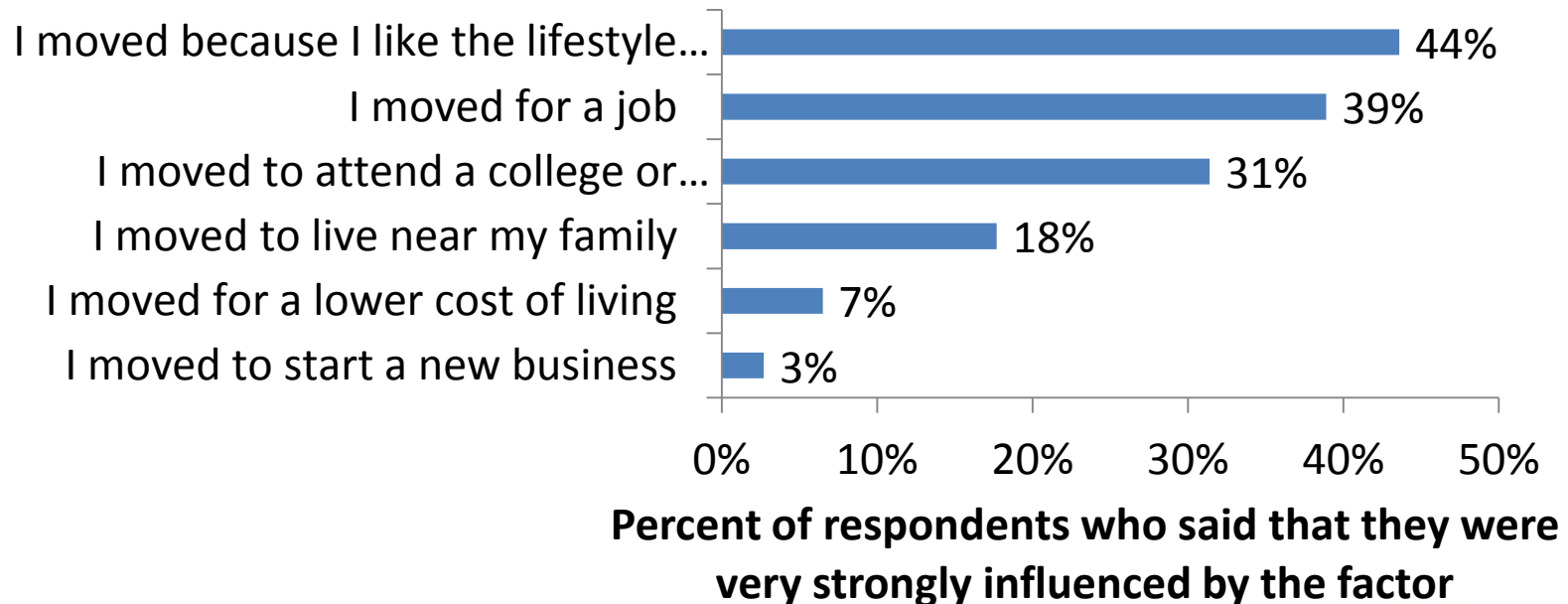
What is it about a place that matters to Creative Class workers?



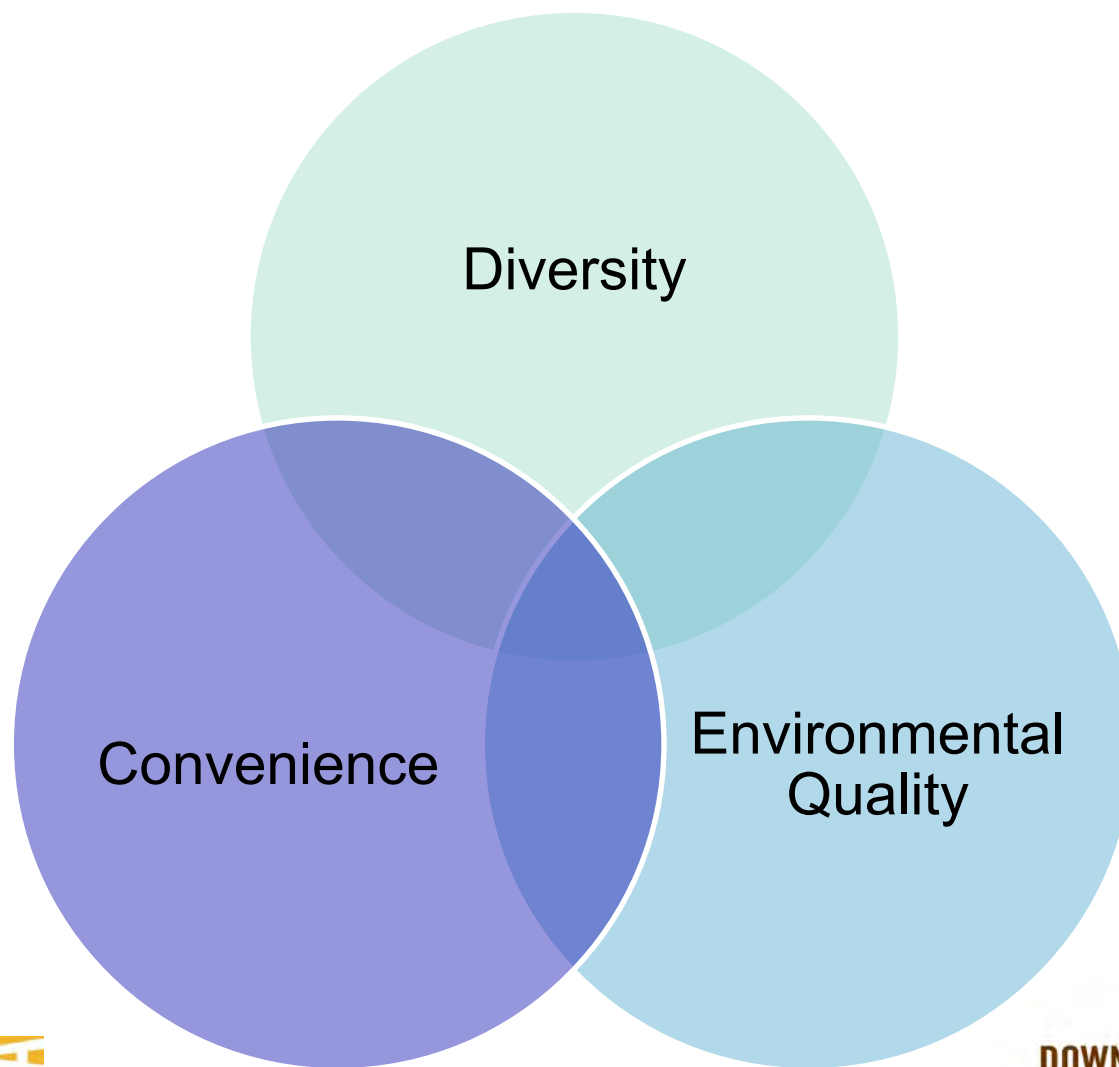


# What Really Matters

- Lifestyle and jobs matter.
- Low cost of living doesn't matter as much.

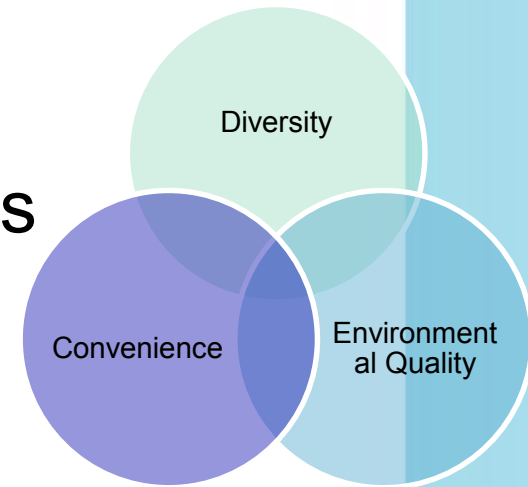


# Three Components of Lifestyle



## Diversity

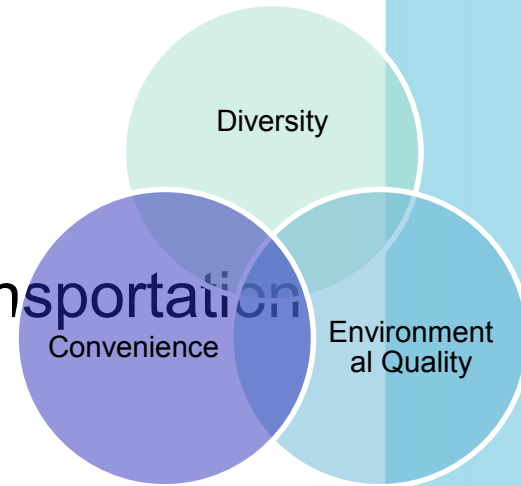
- Diversity of micro-neighborhoods
  - Places to explore.
- Diverse micro-cultures:
  - Places to belong.
- Authenticity of the place
  - Is it unique and interesting?
- Diverse and plentiful options for jobs



# What Matters

## Convenience

- Convenient access to reliable public transportation
  - Direct flights also matter
- “Everything I want” in a small walkable radius
  - All services and shopping I need within walking distance.
  - Diversity of specialty shopping options
- “Third Spaces” to work and play
- Internet access available everywhere

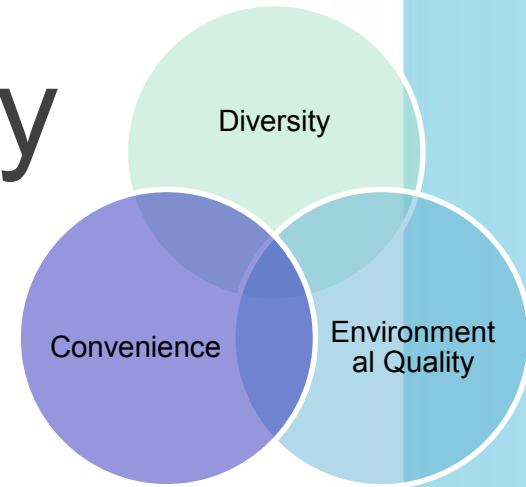




What Matters

# Environmental Quality

- Green Space is essential
  - A place to both work and play
- Public fountains and waterfront access are desirable
- Safety & Cleanliness
- Climate



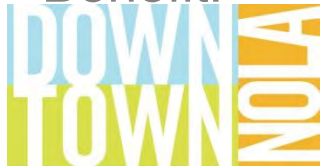
# Downtown New Orleans Brand Platform

Target Audience: For *Industries of the Mind*,

Frame-of-Reference: Downtown New Orleans is a collage of distinct communities and opportunities

Point-of-Difference: whose absolute cultural authenticity makes it a muse (source of intelligence and inspiration for creativity)

Benefit: that fires the imagination and energizes you to shape a prosperous future – yours and the city's.



# Downtown Partnership & Progress



# Industries of the Mind Partnerships





# UMC and VA Hospitals



- \$2.1 billion project
- Annual \$1.26 billion economic impact
- Expected to create more than 3,000 permanent jobs
- 7,000 jobs retained
- Average salary \$90k
- UMC full occupancy Spring 2015.



# New Orleans Entrepreneur Week

- DDD is founding sponsor
- DDD hosts annual Arts-Based Business Pitch with CANO & LCEF
  - Arts-based companies
  - Downtown impact
  - Scalable
- \$25,000+ prize package
  - Winners:
    - Pelican Bomb
    - Where Y'Art
    - The Wild Life Reserve



# Technology & Digital Media

Total Creative Digital Media Jobs Downtown – 1,105

- Job Growth
  - 2011 – 328
  - 2012 – 419
  - 2013 - 170



# What Others Are Saying

- #1 City for Young Entrepreneurs - Under30CEO.com
- #1 Biggest Brain Magnet in U.S. — Forbes
- #1 for IT Job Growth - Forbes
- #2 Most Inspirational City - Daily Beast
- #2 Best Big City for a Job — Forbes
- Third fastest wage growth in U.S. - CareerBuilder.com
- Top 10 cities to relocate to — Forbes.com

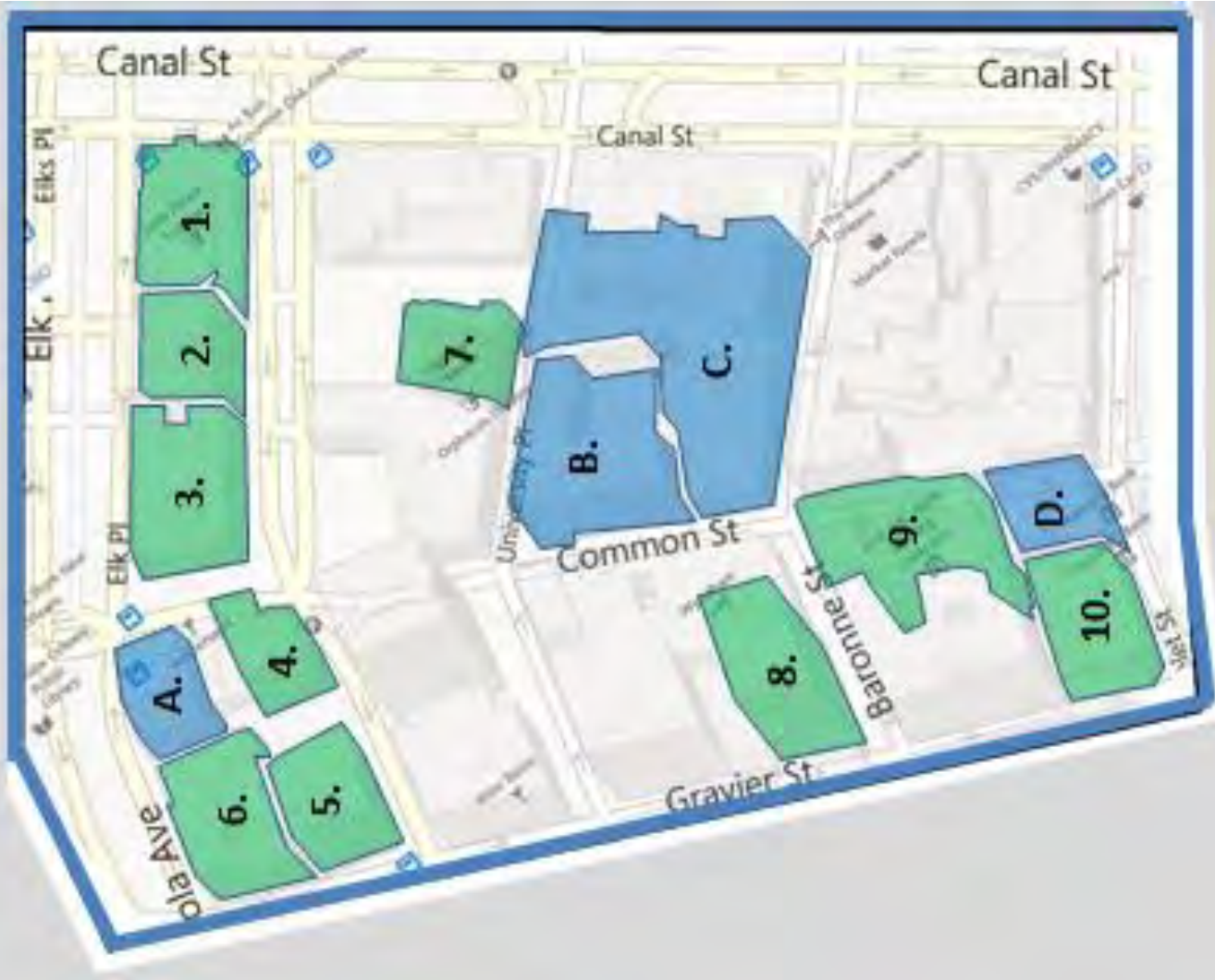




# Residential Developments



# Gravier-Common Neighborhood



## Under Construction, Financed, Planned

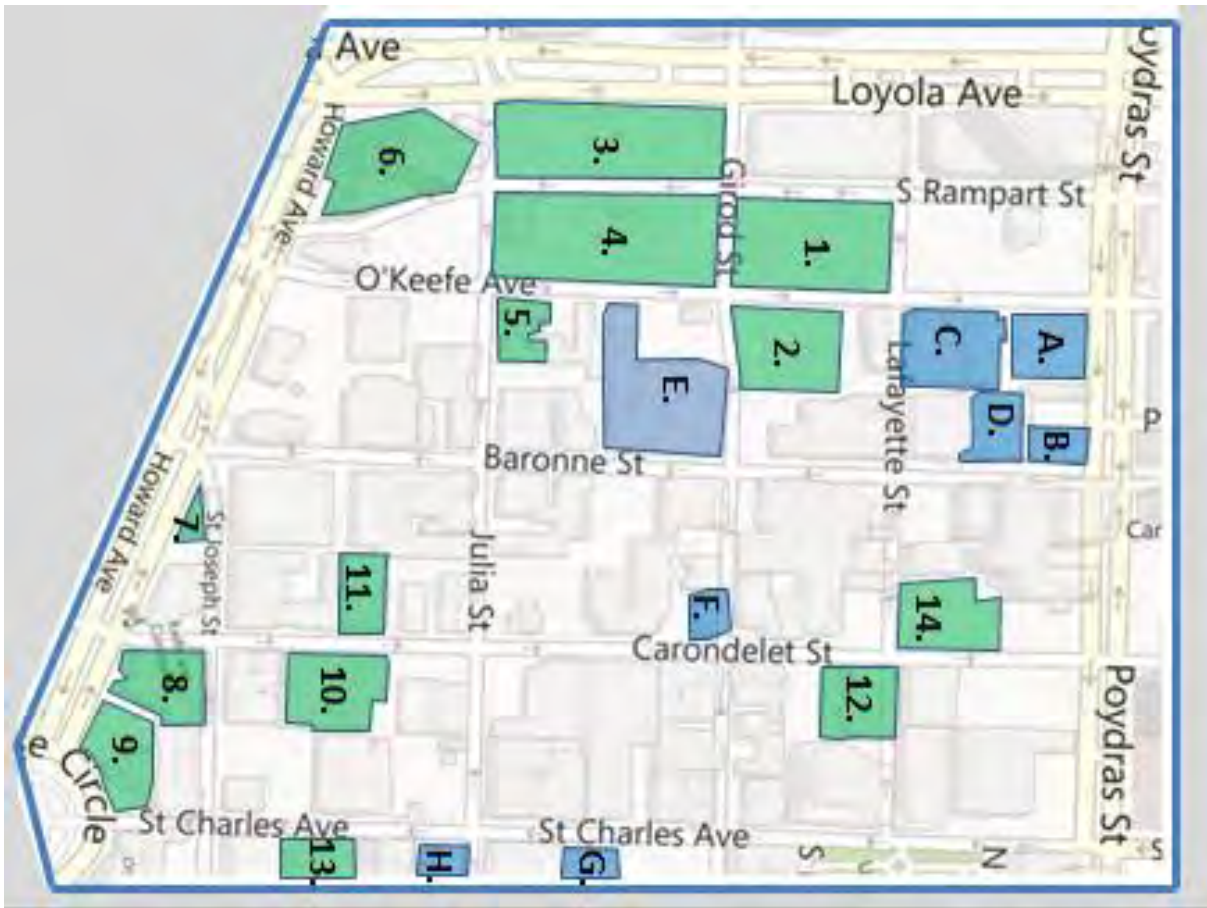
1. Loew's State Theatre
2. 144 Elk Place
3. 1111 Tulane
4. 1100 Tulane
5. Rault Building
6. 234 Loyola
7. Orpheum Theatre
8. 225 Baronne
9. FNBC Building
10. Cotton Exchange

## Existing, Recently Completed

- |                        |                        |
|------------------------|------------------------|
| A. Saratoga Residences | C. Roosevelt Hotel     |
| B. 925 Common          | D. Maritime Residences |



# Lafayette Square & Warehouse District Neighborhoods



- Under Construction,  
Financed, Planned**
1. South Market - Paramount
  2. South Market – The Park
  3. South Market - A
  4. South Market – The Beacon
  5. Madam Julia's Guest House
  6. Plaza Tower
  7. Triangle Building
  8. Culinary & Hospitality Institute
  9. GNO Foundation
  10. Steven's Garage
  11. Jacob's Candy
  12. 600 Carondelet
  13. The Advocate New Orleans
  14. Drury Hotel Expansion

**Existing, Recently Completed**

- A. 930 Poydras
- B. 900 Poydras renovations
- C. Civic Theatre
- D. Civic Lofts
- E. Rouses Market
- F. Moss Bauer residences
- G. Aunt Sally's
- H. 13 Sisters of Julia

# Rouses



- Downtown's 1<sup>st</sup> Grocery Store in 50 years
- 40,000 square feet
- 170 full time jobs



# South Market District



- Mixed-use development combining luxury apartments, retail, restaurants and entertainment venues
- Over 700 new luxury apartments
- 200,000 square feet of retail space including a 40,000 SF full-service gourmet grocer
- 1,300 garage parking spaces

# Downtown by the Numbers

- **\$6.5 billion** in investment since 2005
- **\$1.2 billion** in real estate development assisted by LA Historic Tax Credit
- Largest employment center in Louisiana with more than 62,000 jobs
- 43 national retailers added in last 12 months including Neiman Marcus, Tiffany & Co, The Art of Shaving and many more
- 142,764 people Downtown on an average weekday
- 176 restaurants and 32 sidewalk cafes
- Over 30% of “Vacant and Underutilized Properties” are currently either redeveloped or under development in the last year



# Downtown by the Numbers

- 5,100 residents Downtown core/ 40,000 in Greater Downtown area
- 3,571 residential units; 1,700 units in the pipeline
- 98% residential occupancy
- Rents rising past \$2.00 per square foot

# Stakeholder Satisfaction

Q: What is your opinion of Downtown

	2009	2014	% Change
Positive	48%	67%	↑ 39%
Neutral	39%	26%	↓ 34%
Negative	13%	7%	↓ 46%

# Where do we go from here?



# Canal Street Progress

## 2003 – 2005 Developments

1. Astor Crowne Plaza Hotel Development Completed 2003
2. Restoration of Canal Streetcar In service spring 2004

## 2007 – 2009 Developments

3. Canal Street Sidewalks, lighting, trees Completed 2007
4. Rubenstein's, store renovation Completed 2007
5. Nouveau, façade restoration Completed 2008
6. Palace Café, façade renovation Completed 2008

7. 718, 722, 728 Canal, façade renovation Completed 2008
8. 801, 805, 807 Canal, façade renovation Completed 2008
9. Audubon Insectarium Opened June 2008
10. Studio E – a Kérastase salon Opened November 2008
11. 1201 Canal Condos Completed December 2008
12. CVS Pharmacy Opened January 2009
13. The Optical Shop Opened Feb 2009
14. IHOP Restaurant Opened April 2009
15. Roosevelt Waldorf=Astoria Opened June 2009
16. PJ's Coffee and Tea Co. Opened June 2009

17. Serenity Spa Opened November 2009
18. 617 Canal Street, residences Completed 2009

## 2010 – 2012 Developments

19. Pinkberry Completed 2010
20. Fischer's Jewelers, façade restoration Completed 2010
21. Brooks Brothers, store renovation Completed 2011
22. BioInnovation Center Completed 2011
23. Sports Plus, store renovation Completed 2011
24. Joy Theatre Completed 2011



25. Michael Kors Opened December 2011
26. 823 Canal, façade restoration Completed January 2012
27. The Saint Hotel Completed January 2012
28. Sweet Olive Restaurant Completed January 2012
29. 835 Canal Street, residences and offices Completed January 2012
30. J Crew Completed February 2012
31. Hyatt French Quarter Scheduled completion 2012

## 2013 – 2014 Developments

32. Canal Streetcar, Loyola Ave. extension Completed 2013
33. Saenger Theatre Completed 2013
34. Starbucks Completed 2013
35. Tiffany and Co. Completed 2013
36. Texaco Residences Completed 2014
37. Armani Collezioni Completed 2014
38. Corner W Scheduled for completion 2014
39. LIVE Scheduled for completion 2014
40. The Art of Shaving Scheduled for completion 2014

## 2015 and Beyond Developments

41. Iberville Redevelopment
42. Loew's State Theatre
43. Woolworth Tower
44. Astor Hotel retail redevelopment
45. 800-810-814 Residences



# Starbucks Coffee (Canal Street/St. Charles Ave.)



# The Art of Shaving (624 Canal St.)





# LIVE (810 Canal St.)



# The Astor Crowne Plaza (700 Block of Canal St.)



# Canal Street Upper Floor Development







**DOWNTOWN  
DEVELOPMENT  
DISTRICT** **NEW ORLEANS**

# Downtown Elementary School

- Families want to stay Downtown
- DDD working with two potential operators





# Downtown Proud!

- Quality of Life Public Awareness Campaign
- In partnership with the City of New Orleans
- Messages:
  - Curb your dog
  - Walk your bike on the sidewalk
  - Report aggressive panhandling
  - “Walk your butt to the can”
- Media
  - Parking kiosks
  - *What's Up Downtown*
  - DDD Public Safety Rangers
  - Earned Media
  - Facebook, Twitter



# Downtown Proud!



CITY OF NEW ORLEANS, MCS 18-13

**BE DOWNTOWN PROUD!**

DOWNTOWN  
DEVELOPMENT DISTRICT NEW ORLEANS



CITY OF NEW ORLEANS



CITY OF NEW ORLEANS, MCS 154-1416

**BE DOWNTOWN PROUD!**

DOWNTOWN  
DEVELOPMENT DISTRICT NEW ORLEANS



CITY OF NEW ORLEANS

PLEASE  
DISCOURAGE  
PANHANDLING  
BY FINDING ANOTHER  
WAY TO GIVE.

VISIT [WWW.DOWNTOWNNOLA.COM](http://WWW.DOWNTOWNNOLA.COM)  
KEYWORD "DONATE"

AGGRESSIVE PANHANDLING IS ILLEGAL  
CITY OF NEW ORLEANS, MCS 54-412

**BE DOWNTOWN PROUD!**

DOWNTOWN  
DEVELOPMENT DISTRICT NEW ORLEANS



CITY OF NEW ORLEANS



CITY OF NEW ORLEANS, MCS 06-289

**BE DOWNTOWN PROUD!**

DOWNTOWN  
DEVELOPMENT DISTRICT NEW ORLEANS



CITY OF NEW ORLEANS

DOWNTOWN  
DEVELOPMENT DISTRICT NEW ORLEANS

# Homeless Outreach Team

- Permanent Supportive Housing (PSH)
  - Pairs “housing first” with social services
  - DDD Invited Common Ground/Community Solutions to New Orleans
  - 211 units of project-based PSH
  - 2400 total PSH vouchers (all in use)
- Mayor ‘s 10-Year Plan to End Homelessness
  - Key role in planning and implementation
- Downtown/Home Partnership
  - Fulltime targeted homeless outreach
  - Grant funds for rapid re-housing
  - 38 housed in first 5 months
- Low Barrier Outdoor Shelter





# Green Space Initiative

- Quality of place matters more than ever to residents, workers, and visitors
- Partners: ULI, AIA, ASLA, APA
- ULI Technical Assistance Panel (TAP)
  - DDD should manage more public space Downtown
  - Prepare a Green Space Master Plan
  - Start with Duncan Plaza
- Master Plan elements
  - o Dog park/run
  - o Children's playground
  - o Parks/Plazas
  - o Neutral grounds
  - o Rooftops
  - o Storm water management



# DOWNTOWN

**DOWNTOWN  
DEVELOPMENT  
DISTRICT**

