

Downtown Development District
2017 Strategic Plan
Strategic Priorities

Develop

- Continue the transformation of the Canal St retail experience
- Transform the State Palace Theater in a manner that enhances and contributes foot traffic to the Theater District
- Execute DDD Upper Floor Development Strategy
- Shape Duncan Plaza into a community anchor for the Medical District and all of Downtown
- Connect Canal Street to the Mississippi River visually and for pedestrians and cyclists
- Redevelop the historic 400 Block of South Rampart in a way that benefits from, respects and tells the story of this birthplace of jazz
- Redevelop Charity Hospital as the spiritual anchor of a renewed Medical District
- Re-use the Veterans Affairs complex in a manner that adds energy and foot traffic to the Medical District
- Attract & retain Industries of the Mind
 - Attract & retain entrepreneurial talent & startup companies
 - Strengthen the Downtown academic medical centers as the foundation of a budding bio-medical industry
 - Enhance & expand Downtown's role as the center of the region's bio-medical industry
 - Support & grow the Downtown digital media industry
 - Expand the arts & arts-based businesses' contribution to the growth of Downtown
 - Retain & grow existing businesses and industries

Manage

- Maintain Downtown's impressive gains in cleanliness via the Clean Team's continuous quality improvement system
- Continue to be the safest collection of neighborhoods in New Orleans
- Dramatically expand and improve the quality of parks & open space Downtown
- Facilitate improved building and sanitation code enforcement by the City of New Orleans
- Improve the quality of the pedestrian experience

Advocate

- Retain the federal and state historic tax credits as pivotal financing tools for Downtown development
- Advocate for the construction of a Downtown transit terminal that creates a high-quality experience for riders and Downtown stakeholders

- Follow the DDD's successful street outreach and low barrier shelter initiatives with programs to address the need for additional sobering beds, mental health crisis & medical respite
- Create a Parks & Open Space Master Plan for Downtown
- Create a continuum of housing Downtown
- Make Downtown a leader in the environmental sustainability of New Orleans
- Share the DDD's expertise in place making and management with surrounding neighborhoods
- Expand collaboration with the French Quarter, University Medical Center, the O.C. Haley corridor, the Lower Garden District and other partners sharing the DDD's vision of a safe, clean, walkable city center.

Promote

- Market and own Canal Street and other Downtown successes
- Promote the quality of the Downtown experience – living, working, and visiting – at every opportunity
- Support Downtown merchant marketing initiatives
- Promote Downtown's collection of distinct, walkable neighborhoods