

New Orleans, Louisiana

## Downtown Development District Mobility and Parking Study



The Downtown Development District of New Orleans (DDD) was created by the Louisiana Legislature in 1974 as the nation's first assessment-based business improvement district (BID) to provide enhanced services in economic development, cleaning and safety.

In March 2008, the DDD hired Nelson\Nygaard to lead a team of consultants to prepare a Mobility and Parking Plan for the French Quarter, CBD, Warehouse District, and Marigny Triangle neighborhoods, with Mobility Policies, Site/Intersection Improvements, and Transportation Demand Management Strategies. Nelson\Nygaard led the Mobility element of the study with a focus on developing a sustainable, multi-modal, Park-Once approach that would both enhance the pedestrian experience and reduce parking-demand pressure within these destination-rich, historic districts. Walker Parking Consultants led the Parking element of the plan.

Nelson\Nygaard began the Mobility review by walking the Study Area extensively, first with stakeholders then in survey teams, to identify underperforming components of key mobility networks. Common constraints identified include: poor sidewalk design and upkeep; poor crosswalk design, alignment, and signal support; lack of visual and physical riverfront connections; under-investment in transit stop facilities and placement; and significant bicycle network gaps.

Participants in the field surveys identified assets and opportunities to address existing constraints. The assets formed the basis for

Nelson\Nygaard's recommended policies to be applied throughout the Study Area including: incorporation of existing neutral grounds (medians) to improve crossings; shortening crossings and calming traffic through curb re-alignments and re-timing signals; encouraging private investment in sidewalk design and maintenance; providing public valet parking and a parking shuttle to shift demand to under-utilized facilities; improved transit connections; and enhanced wayfinding investments to emphasize transit, walking, and cycling opportunities across the Study Area.

To emphasize the synergies inherent in many of these strategies, Nelson\Nygaard identified a series of 8 transformative, site-specific improvement plans at key multi-modal nodes in the Study Area.

**Project Duration:** 2008-2009

**Total Budget:** \$374,000

**For more information:**

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