

11.201 Gateway: Planning Action
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Lecture 3: Planning History and Traditions

I. Presentation by Professor Frank Levy

Economic Redevelopment of New Orleans:

Regional Thinking

Key considerations:

- Is this region self-sufficient?
- What factors create a region, what does the region import and export?
- What are the benefits of density?

Exports of New Orleans

- Tourism
- Port City
- Natural Resources:
 - Petroleum
- Knowledge:
 - Universities
 - Research Institutions
- Fishing
- Ship building
- A "marketplace" of related service sectors

Understanding Density – Why are rents higher in cities?

- Proximity Benefits – more population utilizing other services creates business
- Able to make more money
- Core industries require augmentation
- Concentrations create value – growth begets growth
- Density value, however, is highly unstable

Hurricane Katrina destroys not just physical structures of New Orleans, but economy

- Tourism and gambling collapse
- Ship building exports were weakened, few other industrial industries
- Exacerbated the historically sharp shift in labor market:
 - Exodus of manufacturing
 - Residents which do not match up with needed labor force

Rebuilding New Orleans's exports:

- Co-Priming – force spending within economy (eg: New Deal)
- Create conditions to attract density

II. Institutions - The Plan for New Orleans

Traditional planning bodies

- Narrow scope
- Limited capacity
- Limited credibility

New Orleans Rebuilding Audiences

- Local
- State
- National
- International

Mayor Nagin dismisses existing city Planning Commission

- Creates Bring New Orleans Back ('BNOB')
- Calls in Urban Land Institute ('ULI')
 - "non-partisan"
 - not-for-profit

BNOB must create plan quickly

- Respond to pressing local needs
- Fit FEMA's timeframe
- Respond to national demands (President called for a plan)
- Pending local elections

BNOB exists with

- Informal authority
- Some politically legitimacy
- Has the opportunity to set agenda, set limited terms of rebuilding
- Power to define problems and create strategies

YET, BNOB

- Has no formal authority
- Has no funding stream

Like RLA, BNOB could define problems narrowly, and devise strategies based on sources of influence.

ULI Recommendations to BNOB:

- 1. Stage Redevelopments**
 - **Created Zones (including the "green dots")**
 - **Rebuilding moratorium (in non-priority zones)**
- 2. Resettle and Relocate**
- 3. Provision of Basic Services**
 - Improve government efficacy
 - Service delivery
 - Rebuild economy
- 4. Create a Recovery Authority as a neural administrator**
 - Control Flow of \$
 - Utilize powers of Eminent Domain
 - Coordinate financing (float bonds, etc)
 - Advocate

ULI Plan was a communication disaster

Summary Lessons:

- ❖ Mapping – clarify visual expressions
- ❖ Communication – define message
- ❖ Create confidence
- ❖ Prioritize trust