Planning for Heritage Tourism, Housing Resettlement and Neighborhood Economic Recovery

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Project Team

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Rebuilding New Orleans: The Role of Heritage Tourism…

Focus of the Work

*Project objectives*

What we’ve accomplished

*Community partnerships*

Student work

What’s next
Project Objectives

1) Build the local capacity of citizens, business owners and community leaders to plan for and implement economic recovery and housing resettlement;

2) Identify heritage tourism nodes in the city and plan for their long term recovery;

3) Create a plan that can be used to attract funding for redevelopment; and

4) Develop policy recommendations that will inform the reconstruction process while maintaining the distinct culture of New Orleans.
Why Heritage Tourism?

Sustain the local culture of New Orleans

*Arts, Music, Cultural Heritage and Food*

Promote local businesses

*Stay Local! program of the Urban Conservancy*

Lead tourists out of the “tourist bubble”

*French Quarter, Convention District and Garden District*
New Orleans Heritage: Cemeteries
New Orleans Heritage: Social Organizations and Parade Culture
New Orleans Heritage: Music
Our process…

- Identified significant heritage nodes
- Created GIS Database
- Site visit to finalize node selection
- Created decision matrix
- In-depth data collection
- Conducted on-site surveys
- Met with local stakeholders in New Orleans
Identified Heritage Tourism Nodes…

1. Carrollton
2. Freret
3. Oretha Castle Haley
4. Back O’ Town/CBD
5. Mid-City
6. Fair Grounds/Jazz Fest
7. Tremé
8. St. Roch/New Marigny
9. Algiers Point
10. Holy Cross
11. Gentilly
12. Lafitte Corridor
Selected Heritage Tourism Nodes for Further Study

Mid-City

Active partnership with MCNO

Streetcar connection

Heritage tourism sites and local businesses

Flood damage varies…
Selected Heritage Tourism Nodes for Further Study

Tremé

Armstrong Park & Congo Square
Space for In-fill housing development
Heritage Tourism opportunities
Proximity to French Quarter
Selected Heritage Tourism Nodes for Further Study

Example of Student Work: In-fill housing sites in Tremé
Selected Heritage Tourism Nodes for Further Study

**Lafitte Corridor / Carondelet Canal**

- Site for Bike and Pedestrian Trail
- Trail Oriented Development
- Adjacent to Existing Public Housing Developments
- Increase Transit and Recreation Options for Locals
Selected Heritage Tourism Nodes for Further Study

Example of Student Work: Lafitte Corridor / Carondelet Canal

- Residential
- Commercial
- Mixed Use
- Institutional
- Green Space
- Industrial
- Multi-Family
What’s Next

• Work with local partner to build capacity of locally owned businesses
• Work with neighborhood groups to revise and implement recovery plans
• Seek collaborative partnerships with other agencies and organizations who share similar goals…