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11.439 Revitalizing Urban Main Streets
Spring 2009

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MIT Department of Urban Studies and Planning Spring 2009
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Field Trip to Broad Street Commercial Corridor
New Orleans, Louisiana
25 January –30 January 2009

Sunday January 25, 2009

- 12:59pm Group departs Boston to Atlanta
arriving in New Orleans at 5:16pm
- 5:05pm Group arrives New Orleans
Pick up rental cars
- 6:30pm Class meets at Old Towne Inn
Location: 1001 Marigny Street, New Orleans

Monday January 26, 2009

- 8:30am Course Introduction – Main Street Sites and Issues
Urban Neighborhood Decline: Causes, Consequences, Challenges
Location: Main Streets Office, Charles J. Colton School, 2300 St. Claude Avenue
- 10:15am Break
- 10:30am New Orleans Background: Social, Political and Development History
Post-Katrina Planning and Rebuilding
- 12:30 Lunch Break
- 1:30pm Tour of St. Claude Avenue Commercial Corridor and New Orleans – meet at 2300 St. Claude Avenue Street space for tour on foot with Robyn Blanpied, St. Claude Main Streets Executive Director. Tour to cover St. Claude Main Streets district highlights, surrounding neighborhoods, and areas on the edge of district that have impact on the corridor and local vision and goals.
- “Urban Design and Development: Ways of Seeing” will be discussed during this tour and during our Tuesday walking tour of the St. Claude Avenue commercial corridor. Please make sure you do the reading listed on the syllabus prior to today.
- 6:30pm St..Claude Corridor: Current Initiatives, Projects and Visions
Location: To be determined
Dinner as a group and a discussion with Robyn Blanpied and community members about the vision for St. Claude Avenue and different initiatives and projects being undertaken along St. Claude and in the surrounding neighborhoods.
- 8:00pm End of program for the day

Tuesday January 27, 2009

9:00am Walking tour of St. Claude Avenue Main Streets District and start of Assignment #1:
Meet at 2300 St. Claude Avenue Street
Assignment of student teams – assignment sheets will be distributed
Tour of district with students in the following teams:
 traffic/pedestrian activity/transit
 commercial activity/business mix
 architecture/urban design
 District image/clues/people

During the tour of the district, there will be a discussion of the physical and economic tools available for urban commercial district revitalization (see “Physical and Economic Tools I” on the class syllabus for reading preparation for today). During the tour, students also will introduce themselves and the project to business owners and ask about the business’ history on St. Claude and their priorities for the district.

1:00pm Lunch Break

2:00pm Work session – teams to record initial impressions based on question sheets

4:00pm Presentation/discussion with Robyn Blanpied and others on initial impressions from each student team
Location: 2300 St. Claude Avenue

6:00pm Meet with University of New Orleans urban planning studio working on a retail development plan for Gentilly
Location: Milneburg Hall 364, UNO Campus

8:00pm Dinner on your own and free evening

Wednesday January 28, 2009

9:00am Group to meet at 2300 St. Claude Avenue to review initial impressions and client feedback and to set work plan for remaining field trip time.

10:00am Field Work:
to 5 PM

1. Interviews with Project Advisory Committee members
2. Interviews with food businesses and industry experts
3. Inventory buildings and uses in warehouse area adjacent to St. Claude district
4. Informal interviews

6:00pm Meeting with DUSP Alumni working in New Orleans.
Awaiting confirmation and location

8:00pm Dinner on your own

Thursday January 29, 2009

- 9:00am Group to meet at 2300 St. Claude Avenue to review progress and finalize tasks for the day
- 10:00am Field Work
- 3:30pm Meet at 2300 St. Claude Avenue to discuss results from field work and prepare outline of presentation to project committee on Friday. Work on presentation.
- 6:30pm Dinner on your own and free evening

Friday January 30, 2009

- 8:30am Trial run of presentation for project advisory committee.
- 10:00am Project Advisory Committee meeting.
Presentation of initial impressions and field work
Discussion of committee member goals and priorities
Review of project timeline and process
- Noon Recap, reflection on the project and week in New Orleans
- 3:00pm Group departs for New Orleans Airport
- 11:08PM Arrive in Boston