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**Urban Land Institute Louisiana Named a Top 5  
75<sup>th</sup> Anniversary Urban Innovation Grant Recipient**

*Grant funds will be used to develop a Parking Benefits District in New Orleans in collaboration with the Mayor of New Orleans' Office and 6 other partners*

**(New Orleans, LA – October 31, 2011)** -- The Urban Land Institute announced last week at their Annual Fall Conference that ULI Louisiana is one of the top 5 grant recipients. The \$19,000 grant, which competed against submissions by other national and international ULI chapters, enables a study on Parking Benefits Districts in New Orleans. ULI Louisiana, in collaboration with the Mayor of New Orleans' Office, and 6 partners from the public, business and academic sectors, will fund an open community symposium to take place in 2012, a stakeholder workshop, and a final report describing action steps and recommendations for implementing a Parking Benefits District (PBD) in New Orleans that can be replicated locally and nationally.

The immediate benefits of the PBD include reducing traffic congestion associated with searching for spaces and ensuring some availability for quick or urgent trips. In addition to more convenient parking through better pricing, the increased parking revenue will be reinvested into the community to improve streets and sidewalks. This project will advance the responsible use of land in building a healthy, thriving community.

ULI Louisiana Chair Marie Moore stated, "Our approach to the PBD is multi-faceted and includes research, education, outreach, stakeholder consensus and clear steps for implementation. The end result will address a timely issue and provide ULI Louisiana with an opportunity to partner actively with the City to effect change not only for New Orleans' immediate future, but to identify a long-term local solution for a problem faced by urban areas nationally."

"We applaud the effort by ULI Louisiana to study PBDs because their goals are directly aligned with the vision of the City's Master Plan to encourage better parking management practices and flexible parking

provisions,” stated Yolanda Rodriguez, Executive Director, and City of New Orleans City Planning Commission. “The end result will be a data-driven solution that we can execute in our dense commercial and residential neighborhoods.”

In addition to the Mayor of New Orleans’ Office, other partners include The New Orleans City Council, New Orleans City Planning Commission, New Orleans Downtown Development District, Center for Planning Excellence, Regional Planning Commission, University of New Orleans, and the French Quarter Business Association.

"The ULI Foundation's Urban Innovation Fund grants are the perfect way to mark the 75th Anniversary of the institute," said program review committee chair John H. Mays, managing partner at Gould & Ratner. "These awards recognize and help fund innovative approaches to local land use challenges and will assist local ULI Councils, in partnership with private industry, community based not-for-profit organizations and local government, to help build thriving communities worldwide."

*For more information on the 75<sup>th</sup> Anniversary Grant or Urban Land Institute Louisiana, please call Stephanie Boh, ULI Louisiana District Council Coordinator at 504.296.9293.*

#### **About the Urban Land Institute**

The Urban Land Institute ( [www.uli.org](http://www.uli.org) ) is a global nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in sustaining and creating thriving communities worldwide. Established in 1936, the Institute has nearly 30,000 members representing all aspects of land use and development disciplines.